REPORT RESUMES

ED 014 863 EF 000 480

BOND ISSUE--WHAT SHALL WE DO. TECHNIQUES USED IN PROMOTING SCHOOL BOND ELECTIONS.

TEXAS EDUCATION AGENCY, AUSTIN

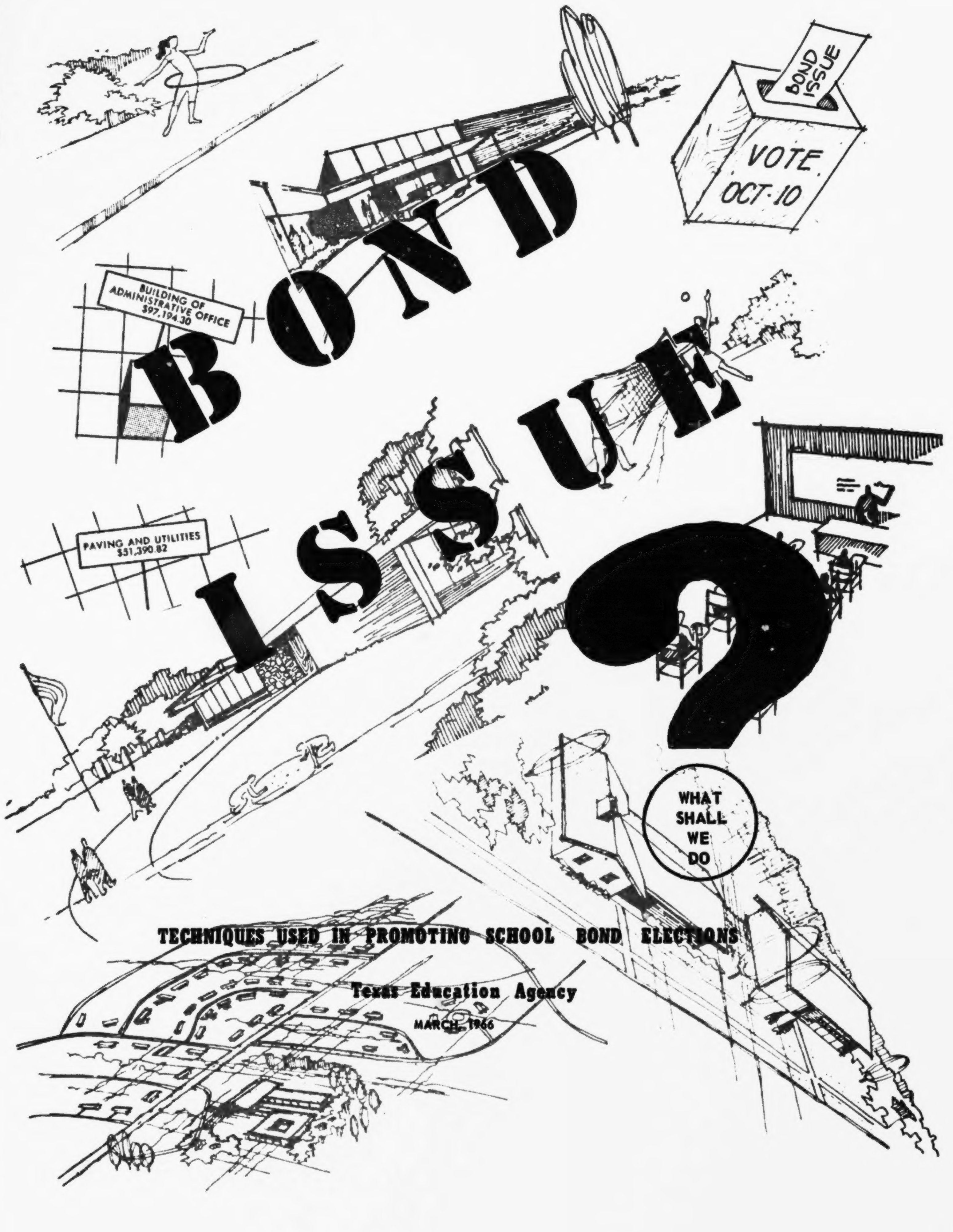
PUB DATE MAR 66

EDRS PRICE MF-$0.50 HC-$3.68 90P.

DESCRIPTORS- *BOND ISSUES, *EDUCATIONAL FINANCE, *FINANCIAL SUPPORT, *PUBLIC RELATIONS, *PUBLIC SUPPORT, SCHOOL SUPPORT, TEXAS

THIS REPORT OUTLINES SUGGESTIONS FOR CONDUCTING SCHOOL BOND CAMPAIGNS. ONE OF THE FIRST STEPS AN ADMINISTRATOR SHOULD TAKE IS TO EVALUATE THE FACTORS IMPORTANT TO THE SELLING OF BONDS--STIMULATE INTEREST IN INVESTMENT DEALERS THEREBY INCREASING COMPETITION FOR BONDS, PREPARE A COMPLETE ACCURATE PROSPECTUS, CIRCULATE THE PROSPECTUS AMONG BOND DEALERS, ANSWER ALL INQUIRIES PROMPTLY AND ACCURATELY, IF NOT RATED, INVESTIGATE THE POSSIBILITY OF BECOMING RATED. ANOTHER PRE-CAMPAIGN MEASURE IS TO ESTABLISH LINES OF COMMUNICATION FOR DISSEMINATING INFORMATION TO THE PUBLIC. MASS MEDIA, PUBLIC SPEAKERS, AND CITIZENS COMMITTEES UTILIZING GRAPHS, CHARTS, ETC. MAY BE USED TO CARRY THE CAMPAIGN TO THE PUBLIC. A PUBLIC RELATION PROGRAM IS SUGGESTED AS A MEANS FOR STIMULATING COMMUNITY ACTION. SAMPLES OF SPEECHES, BROCHURES, GRAPHS, BLUEPRINTS, FINANCIAL REPORTS AND OTHER CAMPAIGN MATERIALS ARE CITED IN THE REPORT. (GM)

ED014863


BOND
ISSUE
?
BOND ISSUE
VOTE. OCT. 10
BUILDING OF ADMINISTRATIVE OFFICE $97,194.30
PAVING AND UTILITIES $51,390.82
WHAT SHALL WE DO

TECHNIQUES USED IN PROMOTING SCHOOL BOND ELECTIONS

Texas Education Agency

MARCH, 1966

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
OFFICE OF EDUCATION

THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL OFFICE OF EDUCATION POSITION OR POLICY.

BOND ISSUE ?

WHAT SHALL WE DO

TECHNIQUES USED IN PROMOTING SCHOOL BOND ELECTIONS

Texas Education Agency

MARCH, 1966

INTRODUCTION

Historically, the public schools of Texas have been governed by local boards of trustees which appoint an administrator to develop the educational program and to operate the school. One of the major responsibilities of a local board of trustees is that of providing adequate and suitable housing facilities in which to conduct the school.

All schools in Texas desiring to operate as State accredited schools must comply with the "Principles and Standards for Accreditation" as set forth in Texas Education Agency Bulletin 560, September 1961. Principle X in this bulletin states in part: "The school plant is suitable in design and size to meet the needs of the instructional program of the community..."

Building funds are usually provided in school districts under the statutory authority given to local boards of trustees to issue and sell bonds by the vote of the local taxpayers. Since majority approval is required, taxpayers should be fully informed on the needs of the school and the purposes for which the requested money is to be used. The ways and means for providing such information must be planned and carried out by the board and the administration well in advance of the school bond election.

In planning the issuance of school bonds, school authorities should seek advice from properly qualified sources. The bond business is a highly specialized field, both from legal and financial standpoints. Only those persons who have had the necessary training and experience in bond matters should be consulted and employed to carry the bond issue to completion. There have been numerous instances where bond issues have been unnecessarily delayed and have entailed unnecessary expense through mistakes made by inexperienced persons employed in good faith by school district officials. In nearly every case of this type, mistakes could have been prevented by employing competent bond attorneys to prepare legal proceedings.

The purpose of this publication is to make available to school boards and administrators contemplating a bond election some of the material which has been used successfully by a number of Texas districts. This material has been collected, edited to eliminate repetition, and modified to facilitate reproduction. In selecting the material, a definite effort was made to provide examples from schools of different sizes and geographical areas of the State.

It is hoped that this publication will assist in the dissemination of information on ideas which have been successful and will help local administrators to develop new techniques and plans. The techniques used in one community may not be appropriate for others. However, it is hoped that some of the ideas will help all districts in promoting bond elections.

TABLE OF CONTENTS

Page

STATUTORY AUTHORITY FOR ISSUANCE OF SCHOOL BONDS........................ 1

GENERAL FACTORS TO BE CONSIDERED WHEN SELLING BONDS.................... 4

SAMPLE PROCEDURES AND MATERIALS USED FOR THE PUBLIC RELATIONS PROGRAM.. 5

- Before the campaign starts, the Administration should:........... 6
- Suggested Procedures for Public Relations Program................ 7
- Sample Speech Prepared For Speakers Bureau Used In 1964 By Austin Public Schools, Austin, Texas........................... 8
- Quotes for use in Promoting Bond Issues.......................... 14
- Other Suggestions For Use In Promoting Bond Issues............... 16
- Techniques to be Used During the Last Week of the Campaign Drive... 18
- Experience shows that:... 19

ILLUSTRATIONS OF MATERIALS USED BY SCHOOL DISTRICTS INDICATED....... 20

- Clear Creek.. 21
- Big Spring... 22
- Lubbock.. 25
- Corpus Christi... 29
- Mount Pleasant... 33
- Richardson... 41
- Muleshoe... 43
- Northside San Antonio.. 49
- Waller... 55
- Bryan.. 63
- Laredo... 71
- Fort Stockton.. 73

STATUTORY AUTHORITY FOR ISSUANCE OF SCHOOL BONDS
Article 2784e-1, Vernon's Civil Statutes

Article 2784e-1. Taxing power; maximum for maintenance and bonds--Section 1. The Commissioners Court for the common school districts in its county, and trustees of rural high school districts, and trustees of all other school districts, shall have the power to levy and cause to be collected the annual taxes and to issue the bond herein authorized, subject to the following provisions:

1. In common and independent school districts, rural high school districts, and cities and towns constituting independent school districts, and in all other school districts for the further maintenance of public free schools, an annual ad valorem tax may be levied not to exceed, in districts having a bonded indebtedness of seven per cent (7%) or less of its total assessed value of taxable property, One Dollar and Fifty Cents ($1.50) on the One Hundred Dollars ($100.00) assessed value of taxable property in the district. For each one per cent (1%) or major fraction thereof, increase in bonded indebtedness beyond seven per cent (7%) of the assessed value of taxable property in such school district the maximum maintenance rate shall be decreased by Ten Cents (10¢). The maximum maintenance rates which may be levied annually in any district shall conform to the following schedule:

Bonded indebtedness in the amount of seven per cent (7%) or less of the assessed value of taxable property	$1.50
Bonded indebtedness in the amount of eight per cent (8%) of the assessed value of taxable property	$1.40
Bonded indebtedness in the amount of nine per cent (9%) of the assessed value of taxable property	$1.30
Bonded indebtedness in the amount of ten per cent (10%) of the assessed value of taxable property	$1.20

Provided, however, that such annual ad valorem tax levied may not exceed the maximum established by a majority vote of the resident qualified taxpaying voters of the district, voting in an election or elections held for such purpose.

2. In common school and independent districts, rural high school districts, and all other school districts, for the purchase, construction, repair or equipment of public free school buildings, and the purchase of necessary sites therefor, said districts may issue bonds and may levy ad valorem taxes in an amount sufficient to pay the interest on and principal of all bonds issued for such purpose, provided that bonds shall never be issued by any district in an amount which would exceed ten per cent (10%) of the assessed value of taxable property in such school district, according to the then last completed and approved tax rolls of such district.

3. No tax shall be levied, collected, abrogated, diminished, or increased, and no bond shall be issued hereunder until such action has been authorized by a majority of the votes cast at an election held in the district for such purposes, at which none but property taxpaying qualified voters of such district, whose property has been duly rendered for taxation, shall be entitled to vote.

4. All property in a common school district shall be assessed for school purposes at the same value as said property is assessed for State and county purposes.

Section 2. Except as otherwise provided in this Act, General Laws applicable to each of the several types and classes of school districts herein named prescribing the manner of calling and holding of tax and bond election shall govern such district in the calling and holding of the election permitted or required under this Act, and the applicable laws prescribing the method and manner of levying, assessing, and collecting taxes and issuing bonds, shall govern the levying, assessing, and collecting of taxes and issuing of bonds authorized herein.

Section 3. The provisions of this Act shall be cumulative of other laws; provided, however, that this Act shall not apply to any school district until and unless a maintenance tax hereunder is adopted by majority vote of the resident, qualified, property taxpaying voters of the district who own taxable property therein and which has been duly rendered for taxation, voting at an election therefor, and if such tax is so adopted, then the provisions of this Act shall apply to such district; provided, further, that elections for bonds under this Act may be held at the same time as maintenance tax elections (including the first maintenance tax election called and held under this Act). (As amended Acts 1957, 55th Leg., p. 167, ch. 74.)

Section 3a. If any provision or section of this Act is held unconstitutional or invalid, such invalidity shall not effect the remaining provisions hereof, but all other parts shall remain in full force and effect. (Acts 1955, 54th Leg., p. 1635, ch. 528; Acts 1957, 55th Leg., p. 167, ch. 74, sec. 1.)

Notes on Rulings of Attorney General

Article 2784e-1 is not unconstitutional. Bonds voted under provisions of Article 2784e, and refunding bonds for same, are limited and subject to the 50¢ tax limitation in that article. If a school district accepts the provisions of Article 2784e-1 it cannot return to its former status under Article 2784e under present statutory provisions. A school district is not required to adopt the provisions of Article 2784e-1. A school district may vote the full $1.50 maintenance tax authorized by Article 2784e-1 even though it may not be able to levy the full $1.50 rate because of the amount of outstanding bonds. Decrease in assessed value of taxable property in a district by increasing ratio of debt to assessed value will lower the maximum tax rate for maintenance authorized by Article 2784e-1. Adoption of provisions of Article 2784e-1 requires three elections, one for "qualified voters of such district who own property which has been duly rendered for taxation on the tax rolls of the county," one for "qualified electors who own taxable property in the ***district*** and who have duly rendered the same for taxation" (except this is not necessary in a common school district), and one for poll tax holders, all of which elections may be held at the same time and place and with the same officials, (S-171, September 2, 1955)

GENERAL FACTORS TO BE CONSIDERED WHEN SELLING BONDS

A practical and effective means of dealing with high interest costs is that of stimulating greater interest in the bond sale among investment dealers and to increase competition for the bonds.

When selling bonds, school authorities should give careful consideration to the following items:

1. Plan financial matters with the Bond Market in mind--aim to improve credit standing as much as possible.

2. Prepare a complete prospectus if there is to be a large issue of bonds and one of interest to the general market.

   The information usually contained in a prospectus can be broken down into two broad classifications. One is the general information pertaining to the district and the community and the other is the financial information.

3. Make certain all information placed in the prospectus is correct.

4. Send copies of prospectus to interested bond dealers and financial institutions at least two weeks prior to the date of sale. Make copies of prospectus available to successful bidder.

5. Requests for information from financial institutions, investors and bond rating agencies should be answered promptly and accurately.

6. If the district's bonds are not rated, investigate the possibility of getting a rating on the bonds.

7. Advertise the sale in the Texas Bond Reporter and, if the issue is of national interest, in The Bond Buyer.

8. Make every effort to deliver the bonds as soon after the sale as possible.

If an issue is small and not of interest to the general market, certain of the above factors would not apply. In any event, complete information on an issue of bonds should be provided for investors and those interested in bidding.

SAMPLE PROCEDURES AND MATERIALS USED FOR THE PUBLIC RELATIONS PROGRAM

Before the campaign starts, the Administration should . . . . .

1. Develop understanding and complete agreement between the board and administration on plans and procedures.

2. Inform all staff members (teaching, non-teaching) and request their cooperation.

3. Prepare campaign materials, such as graphs, curves, charts.

4. Inform and enlist vigorous support of Parent-Teacher Association.

5. Evaluate any opposition which has or may develop.

6. Appoint Advisory Committee such as
   - Committee for School Bonds
   - Committee for Quality Schools
   - Good Schools Committee

7. Appoint small steering committee from the overall citizens advisory committee which should meet frequently.

8. Set timetable which includes one month of concerted action.

9. Establish a speakers' bureau and select public speakers.

10. Prepare speech materials which include campaign theme and message.

11. Use all sources of publicity; radio, television, newspapers, letters to parents, pamphlets for general distribution; contact service clubs, church groups, parent-teacher organizations, and other community groups.

12. Determine geographical areas for intensive coverage by personal contacts and telephone.

13. BE POSITIVE in all phases of the campaign.

14. Project at the forefront at all times image of the school child.

Suggested Procedures for Public Relations Program

1. In appointing a citizens committee, the board of education and administration should choose from a cross section representing all segments of the community.

2. After personal contacts have been made, a letter from the president of the board of education should be sent to all who have been invited to serve.

3. A meeting of the proposed members of the committee with the board of education and the administration should then be called, preferably a dinner meeting in one of the school cafeterias.

4. A chairman for this dinner meeting should be appointed in advance as well as a co-chairman who should serve as head of the speakers' bureau.

5. The administration should prepare, before the dinner meeting, specific data on:

   (a) growth of school population;
   (b) expenditure of last school bond money;
   (c) status of indebtedness of the district with ratio of the debt to present valuations;
   (d) amount of bonds that can be currently voted and sold;
   (e) a break down on building needs for the next 5 years;
   (f) the amount of bonds needed to cover these needs;
   (g) the effect on the tax rate allocation to the sinking fund in retiring the new issue;
   (h) graphs showing increased enrollment by grades and years;
   (i) graph showing anticipated expenditures by elementary, junior and senior high schools.
   (j) graphs showing a comparison of building costs of the local system and others of the same size in the state for the last year or two.

6. At the dinner meeting, the committee and others present should discuss, and accept or reject, all materials and their proposed use.

7. Materials should be prepared for all persons serving as public speakers for the campaign.

8. The Speakers' Bureau should establish a schedule set by the administration to include all service clubs, Chamber of Commerce meetings, Parent-Teacher Units, City Council, and other places where a number of people gather. A member of the board of education should attend each of these speaking engagements, along with a member of the administrative staff.

9. The citizens committee should submit the petition to the board of education requesting the call for a school bond election.

10. An intensive campaign of not more than one month from the "kick-off" date should be planned.

11. Handout material should be prepared for distribution during the month's campaign preceding the election.

SAMPLE SPEECH

PREPARED FOR SPEAKERS BUREAU
USED IN 1964 BY
AUSTIN PUBLIC SCHOOLS
AUSTIN, TEXAS

(Speech)

A community has no greater responsibility than to provide for its youth educational opportunities adequate for the times. And certainly in these times we see evidence on every hand that points to the extreme necessity for every community in our land to keep its youth in school and to provide for them the very best possible educational services.

We must find answers to the dropout problem. Our youth need to stay in school for their own personal and economic well being and for the good of the nation. We must provide whatever training is needed to equip the 40% of students who do not go on to colleges and universities to become productive citizens in a highly complex society which will soon have no place for the unskilled or the uneducated.

It is the concern for our youth and for the tasks facing our Austin school system about which we want to talk with you for a few minutes.

Specifically, we want to explain a few facts about the School Bond Issue which is needed to provide school facilities over the five-year period from 1965-66 through 1970-71 which will be adequate to serve the 54,000 students who are expected by that time.

(SHOW THE BIRTH CHART)

Austin is a growing community. This chart showing the number of live births in Travis County is one evidence of this fact--if you need any evidence beyond what you see about you every day.

In 1950, the number of births was 3,500. In 1963, the number was 5,250. Children born in the fifties are already in school and will still be in school through the mid seventies. Children born in the years 1960 through 1963 will be entering the school system during the years 1966 through 1969.

The building program proposed for the period 1965-66 through 1970-71 is planned to provide for children who are already here, as well as for those yet to come.

(SHOW AUSTIN POPULATION CHART)

Here is more evidence of Austin's steady and consistent growth--a chart showing the City's total population from 1920 to the present, and estimated to 1970.

You will recall that the 1960 census report pegged Austin's population at 186,545. City officials estimate that today's population numbers 218,784, and that by 1970, it will be 250,000---a quarter of a million people!

(SHOW SCHOOL ENROLLMENT CHART)

Here, in the final analysis, is the best reason for the need for additional school building funds -- the number of children who will be coming into the schools during this period.

The first five bars indicate Austin school enrollments at five-year intervals from 1939-40 to 1959-60. From an enrollment of just under 15,000 in 1939-40, the number of students increased to nearly 34,000 in 1959-60.

This year, the schools will have more than 42,000 students, and in 1970-71, the schools expect to have 54,000 students! This will mean an increase of more than 10,000 students during the five-year period for which this building program is planned.

(SHOW "ADDITIONAL FACILITIES" CHART)

In order to have classrooms properly designed and equipped for a modern school program ready for these children, the Austin schools will need 538 classrooms and all the supporting facilities, such as libraries, cafeterias, gymnasiums, visual aids rooms, offices, and the like.

By school level, the breakdown is 222 elementary rooms, 180 junior high rooms, and 136 senior high rooms. More sites will be needed to continue the program of acquiring sites around the growing edges of the school district well in advance of building needs. This plan saves money because acreage can be bought in undeveloped areas at more reasonable prices than land can be purchased after development occurs.

And, of course, the classrooms will have to be furnished and equipped to fit the instructional program.

The cost of this phase is estimated at $19,217,828.

It should be pointed out that these plans call for fewer elementary and more secondary rooms than were constructed during the 5-year program now being completed. One reason is that the "wave" of postwar children who swelled school enrollments so drastically in the mid-fifties is now moving through the high school grades. Another is that in 1968 the Austin schools must return University Junior High School to the University of Texas, and a 40-room building must be provided to replace it.

(SHOW PHYSICAL EDUCATION PROGRAM - 14 ADDITIONAL GYMS CHART)

The great emphasis placed upon physical fitness of youth has been much in evidence nationwide and in Austin. Pressures have been placed on schools to do a better job in physical development for ALL students. Obviously, physical activities programs require space.

In the last five years, the Austin schools have added 13 physical education rooms--small, elementary-size gymnasiums--at elementary schools which did not have them. This program needs to be continued for the few schools which still lack them.

But an imperative need at this time is for a small gymnasium to be added to each of 14 existing junior high and senior high schools to house the physical education program for girls.

Girls have been receiving physical education instruction for many years, but because both boys and girls have been accommodated in one gymnasium at each school, both programs have been hampered. With separate gymnasiums, the variety of activities for both groups can be greatly expanded for much more effective instruction. This phase of the building program, of course, will benefit all students.

The estimated cost of this phase of the building program is $1,160,922.

(KEEP SAME CHART AND DIRECT ATTENTION TO LOWER HALF FOR NEXT MAJOR PHASE ON MODERNIZATION FOR AIR CONDITIONING)

The third major element in the proposed building program will also benefit all students. This phase will provide funds for renovation and modernization to include air conditioning for existing schools.

More than a year ago, the School Board came to the conclusion that schools in this area should be air conditioned to promote better teaching and learning. It was reasoned that since practically all public facilities--offices, stores, public buildings--are air conditioned for more efficient working conditions, air conditioning in schools would certainly make better work possible for both teachers and pupils.

Further, schools are being used more and more during the summer months. Last summer, 30 Austin school buildings were used during June and July--with some being used even in early August--for a summer school program involving more than 5600 students.

Many people think that this action was delayed too long. A former Board member once remarked, after the Board had approved plans for a school without air conditioning, "Well, we'll just have another brand new obsolete building!"

Following the decision to air condition all new construction, small six to 12-room additions have been air conditioned at Reilly, Read, St. Elmo, Walnut Creek and Johnston schools. Austin's two newest elementary schools, Barton Hills and Blanton, opened this month as completely air conditioned units. Reagan High School, scheduled to open in September, 1966, will also be completely air conditioned. And air conditioned additions to 11 other elementary schools are now, or soon will be, under construction.

Upon completion of all of these projects, there will be 228 air conditioned classrooms in 19 schools in various parts of the City.

As a practical and logical matter, in order to provide the same incentive for better work by both teachers and pupils in all schools, the proposed building program includes funds for modernizing existing schools to include air conditioning.

(SHOW SUMMARY CHART)

Here, once again, in summary, is the proposed building program:

1. 538 classrooms and related facilities; sites; furniture; and equipment.
2. 14 small gymnasiums to be added to existing secondary schools.
3. Renovation and modernization, including air conditioning, of existing schools.

Total Estimated Cost: $24,500,000.

(CONTINUE SHOWING SUMMARY CHART--DIRECT ATTENTION TO LOWER HALF)

At the bottom of this chart is a projection of the estimated debt service tax rate which will be required to finance this program. The greatest portion of this cost, by far, will be borne by increased evaluations as a result of the normal growth and development of new properties in the City and the school district. The projected tax rate increase is very small, indeed, when compared to the needs this program will fill.

The present debt service tax rate is 39 cents per $100 valuation. From the chart, you can see that an increase of two cents is projected for next year for a 41-cent rate for 1965; then a 1-penny increase to 42 cents, to remain at that level rate for four years, 1966 through 1969; then a penny reduction back to 41 cents for 1970.

(CONTINUE SUMMARY CHART)

As an illustration of the stringent efforts made by the School Board and by the Administration to keep tax rates as low as possible, let me quickly review and compare the debt service rates projected in 1959 with the rates actually levied for the last six years:

School Debt Service Rates

	1959	1960	1961	1962	1963	1964
Projected	.34	.37	.40	.39	.40	.41
Actual	.34	.34	.35	.35	.35	.39

From this review, you can see that the present rate of 39 cents is two cents less than the rate projected for 1964 when the last bond issue was approved in 1959. This is evidence of careful planning by the School Board and the Administration to keep the tax rates as low as possible. In fact, the total school tax rate has been the same, now -- $1.21 -- for five straight years.

(CONTINUE SUMMARY CHART)

To repeat, -- this is an extremely small tax increase in comparison with the facilities to be provided over the next five years.

As we said at the beginning when we showed the birth chart--the children are already born and living in our community, and many others are already in school, who will be needing these classrooms over the five-year building program.

The responsibility to provide for them is ours. May I urge you to give this program your thoughtful consideration and to vote in the School Bond Election on Saturday, October 17.

Just a reminder--several voting precincts are combined in school elections, so your polling place may be different from the one you normally use in City and General Elections. Please watch your local newspapers for a list of the polling places.

Quotes for use in Promoting Bond Issues

"Good schools cost more; poor schools cost most."

* * *

"To provide an adequate program a school system needs a 10 million dollar valuation for each 1,000 pupils, or $10,000 valuation for each child."

* * *

"Annual expenditure for school facilities is about one-fourth of the total school budget."

* * *

"To employ a baby-sitter at 50¢ per hour for one child for seven hours per day would cost a family $3.50 per day or $630 for a period of nine months. Education is cheaper to the average homeowner than hiring a baby-sitter."

* * *

"School taxes are deductible on income taxes."

* * *

"Increase in school population means increase in school costs, classrooms, and teachers."

* * *

"Inflation effects the school as it does any other business."

* * *

"Shall I let a few dollars stop the progress of education in my community (name)?"

* * *

"Our building needs are determined by our ability to pay, together with the kind of school the community wants."

* * *

"Poor schools are the most expensive tax burden in the United States."

* * *

"Education is a debt due from the present to the future generations."

"Buildings can and do become obsolete, just as business buildings, churches, and automobiles."

* * *

"The public school represents the aspiration of parents for the future of their children, and all citizens for the welfare of our country."

* * *

"The public schools began as one of the first ideals of a free world."

* * *

"Free public education is the result of three centuries of experience, it is the basic idea of a free world."

* * *

"The public school touches the life of every citizen."

* * *

"The public school keeps alive the spirit of American enterprise."

* * *

"The prosperity of the American people owes much to the public schools as ignorance and prosperity have never been teammates."

* * *

"The public school is our Republic's greatest gift to civilization."

* * *

"Can I do more for my children than to give them the opportunity to get an education?"

* * *

"Our schools must keep pace with our needs and with other schools of the state."

* * *

"Keep the faith and trust that enabled our forefathers to build this great nation of which we are privileged to be a part."

* * *

"Problems confronting schools today demand careful planning and unity of action by all people interested in education."

* * *

"The schools belong to the people, and the people must answer to their children."

* * *

"Do we have faith in our community?"

* * *

"Get the facts yourself; inspect the school facilities."

* * *

"This nation founded by cooperation and compromise."

* * *

"What is our obligation to posterity?"

* * *

OTHER SUGGESTIONS FOR USE IN PROMOTING BOND ISSUES

Use dollar graph to show what school tax dollar provides in current year.

* * *

Give comparison of per capita cost of instruction with schools of similar size.

* * *

Give an example of actual value of property in school district and per cent of assessment, annual tax rate.

* * *

Show with illustrations the ratio between State versus local support.

* * *

Show financial status of district--bonded debt, etc.

* * *

Be completely honest in presentation of facts. Misinformation and misleading facts lead to misunderstanding and mistrust.

* * *

Use graphs to show population growth and maps to show school residence population locations.

* * *

Show building needs now and in the future.

* * *

Show what the school district has; what it needs.

* * *

Invite citizens to write out the program when too critical.

* * *

Keep the public informed, and remember that the school belongs to the people.

* * *

The educational program must not only be explained in terms of "what" and "how," but also the "why."

Techniques to be Used During the Last Week of the Campaign Drive

Constant reminder to the voters are necessary in the last weeks of the drive. No stone should be left unturned to promote the campaign. This is the reason for the committee made up of persons from different areas of the city whose opinions and thoughts are needed.

The following suggestions may not work in all communities, but with variations, they can be useful in any community. The superintendent, business manager, or whoever is heading the bond drive should call in his principals, other administrators, teacher representatives, lay persons, and the president of the Parent-Teacher Association to determine what needs to be done during the last weeks of the campaign.

Such suggestions might include: (1) "spots" on the radio every thirty minutes or every hour on the hour. If the bond election is to be on Saturday, radio coverage should be every thirty minutes on Thursday, Friday and Saturday. (2) two or three minute "spots" on the six o'clock or six-thirty news cast on the television stations, Friday, to "get out the vote" before the election on Saturday. (3) thirty or forty seconds on other local programs, including Spanish speaking programs, to urge people to get out and vote for the bond issue. (4) a contest for the preparation of posters by art students under their teachers guidance, with a top prize of $15.00, second prize $10.00, third prize $5.00 or some other denomination. A committee may be chosen to select the best posters, which will appear in key positions throughout the building and community. (5) Posters printed on 8 x 11 size paper to get out the vote on election day to be displayed in all buildings, on the front door or bulletin board where parents and children may see them.

Information to be used on the radio and television should be planned by the citizens committee with the help of the school board or the school administration.

Radio and television time can be purchased if necessary with funds donated to the citizen's committee by groups or individuals interested in the success of the bond election, but most stations will make use of the material furnished them as a public service.

Experience shows that . . . . .

- Every school district needs to develop "LONG-RANGE PLANS" for future school building needs. A proposed bond issue should be adequate to meet the building needs for a minimum of five years.
- School officials should agree at an early date on the type of presentation to be made. (Will the presentation be done solely by board and staff members or will citizens groups and committees be used?)
- It is preferable and more economical to vote a 20-year bond issue rather than one for 25 or 30 years.
- A careful analysis of a "CHEAP BUILDING" versus an "ECONOMICAL BUILDING" should be made in the early planning stages. (This not only helps determine the amount of money needed to build the building but also emphasizes the amount of money needed to maintain the building during its useful life.)
- It cost no more to build a compact, climate-controlled plant than one of conventional design.
- A master program for selecting sites may be the determining factor in the success or failure of a bond election. The purchase of adequate sites before the need for buildings has developed usually brings about public acceptance of future buildings on these sites.
- The best time to call a bond election is in the fall of the year.
- The intensive promotion period for a bond issue should usually not exceed one month.
- Terms which are confusing or which may cause dissension should be avoided. (For example, use "teacher work room" in lieu of "teachers lounge," or use the term "climate-controlled" rather than "air-conditioned.")
- The primary function of a school is to render service to the boys and girls of the community; therefore, the image of the child must be kept in the forefront of any phase of a public school presentation.
- Business and industry will generally support an adequate school program if they know they are getting value received for their tax dollars and if they feel they are being treated fairly in the community tax program.
- After bonds have been voted and sold, the money should be invested, as permitted by law, because sufficient interest will often be earned before funds are needed. This additional money can be used to pay for some of the equipment needed.
- In some communities the creation of one or more study groups or committees can lay the groundwork for a successful bond election.
- An architect and a financial advisor should be employed on a contingent basis to assist in developing the proposed bond program.

ILLUSTRATIONS OF MATERIALS USED BY SCHOOL DISTRICTS INDICATED

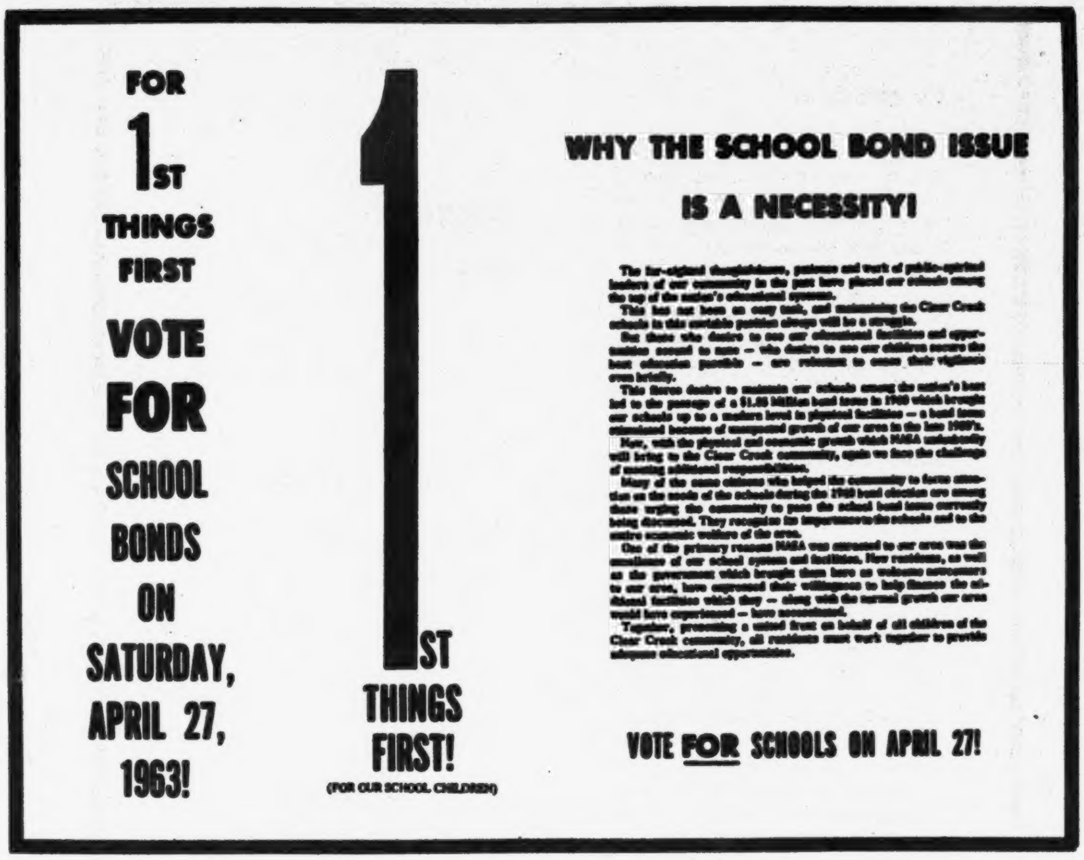
Clear Creek * * * *

The following material on Clear Creek was printed as a single fold 5½ X 8½ pamphlet.

Big Spring * * * *

The following material on Big Spring was printed in the form of a 4 X 8½, eight page pamphlet. ▶

CLEAR
CREEK



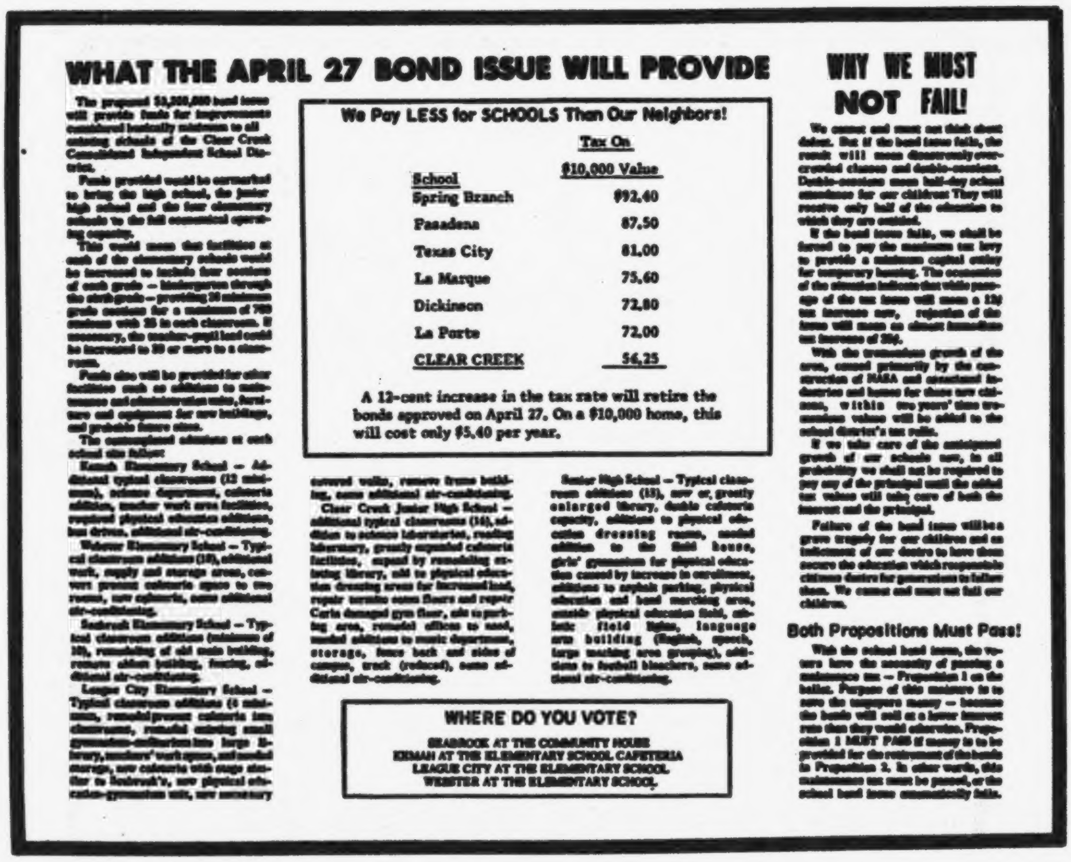
FOR
1ST
THINGS
FIRST

VOTE
FOR
SCHOOL
BONDS
ON
SATURDAY,
APRIL 27,
1963!

1ST
THINGS
FIRST!
(FOR OUR SCHOOL CHILDREN)

WHY THE SCHOOL BOND ISSUE IS A NECESSITY!

VOTE **FOR** SCHOOLS ON APRIL 27!



WHAT THE APRIL 27 BOND ISSUE WILL PROVIDE

We Pay LESS for SCHOOLS Than Our Neighbors!

School	Tax On $10,000 Value
Spring Branch	$92.40
Pasadena	87.50
Texas City	81.00
La Marque	75.60
Dickinson	72.80
La Porte	72.00
CLEAR CREEK	56.25

A 12-cent increase in the tax rate will retire the bonds approved on April 27. On a $10,000 home, this will cost only $5.40 per year.

WHERE DO YOU VOTE?

SEABROOK AT THE COMMUNITY HOUSE
KEMAH AT THE ELEMENTARY SCHOOL CAFETERIA
LEAGUE CITY AT THE ELEMENTARY SCHOOL
WEBSTER AT THE ELEMENTARY SCHOOL

WHY WE MUST NOT FAIL!

Both Propositions Must Pass!

We can do it!

One-time financing for a long-term program to reach every school and every phase of educational activity. The District has the means to pay for this at its present tax rate if valuations increase normally, and bonds can be marketed at not over 4 per cent.

No school bonds have been issued since 1958, so that this "5-year program" really means that we are caring for 10-year growth. Every project is needed now; however your Board of Trustees proposes to chart these on the basis of priority where the need is greatest, and to carry on an orderly development of our school system to where progressive citizens expect it to be.

A total of $5,500,000 bonds are proposed, to be issued as projects can feasibly be undertaken. Fiscal agents have worked out a schedule so that the ratio of total bonded debt to annual taxable value does not exceed 7 per cent.

This is within the limits of safety prescribed by the State. It is a better ratio than some neighboring districts have made to provide a first class physical setting for the schools. The District can safely meet this new obligation, barring some phenomenal demand, such as unprecedented gains in enrollment.

A
MASTER
PLAN

for our

Children's Future

To meet a growing need for
a growing city and
a growing school population

Read here of the long-range program for the Big Spring Public Schools—one to be carried out through bonds approved in the

ELECTION
Saturday, May 23, 1964

BIG
SPRING

—Remodeling of three buildings on this campus to take care of 600 students. New physical education gym for girls, dressing room facilities, storage for band and music.

New heating, wiring, lighting, complete modernization. Present administration unit for use of band and chorus. Old Central Ward for much needed shop and pre-vocational courses.

in College Park area. Land already owned. A plant of 18 classrooms planned, with possibly some space to be used for Special Education.

—An adequate transportation service center and general school maintenance shops planned at the old South Ward School location (makes available land development at the old stadium for better physical education facilities).

— To house all administrative personnel now separated; central book warehouse; audio-visual center; professional library and conference rooms.

THE NEED IS NOW!

It will grow in the future!

Big Spring Public School enrollment, 1953-54

4,654

Big Spring Public School enrollment, 1963-64

7,632

Enrollment projected for 1969-70

9,131

(Some reliable projections place this as high as 10,450)

400 Students without adequate housing now!
1,500 additional students expected by 1970!

Will we take care of them?

The School Development program must meet long-range requirements. It proposes:

- New classrooms where they are needed
- Additional facilities for existing buildings
- Renovation of older buildings (Wiring, plumbing, heating, etc.)
- Acquisition and development of sites
- Cafeteria and library additions at many schools
- Greatly improved physical education facilities

This proposal is the result of long study, based on current and future needs. It is, in truth, a "Master Plan" for our children's future.

KENTWOOD—Expansion to 11 classrooms with needed auxiliary facilities.

BOYDSTUN—Complete remodeling, addition of cafetorium, library, office facilities, campus development.

MARCY—Addition of four classrooms, library, auxiliary facilities.

CEDAR CREST—Remodeling and up-dating of building, addition of two classrooms, cafetorium and library.

BAUER—Remodeling, conversion for library, addition of cafetorium.

COLLEGE HEIGHTS—Remodeling, with addition of cafetorium, library, office space and teachers' workroom.

WASHINGTON PLACE—Conversion for library and workroom, more textbook storage and enlargement of cafetorium.

AIRPORT—Remodeling, addition of two classrooms, offices for nurse and speech therapist.

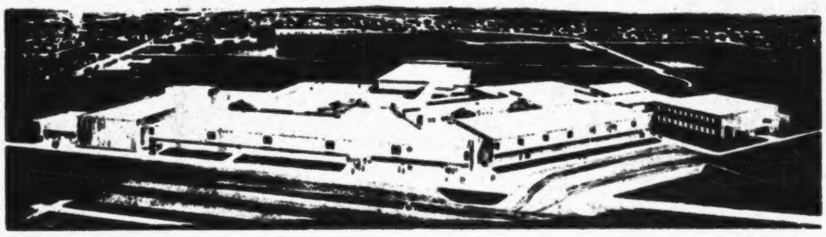
KATE MORRISON—Some change to warehouse space, addition of library.

PARK HILL—Provision for library and facilities for school nurse and speech therapist.

GAY HILL—Conversion of space to library, remodeling.

LAKEVIEW — Addition of cafetorium, campus development.

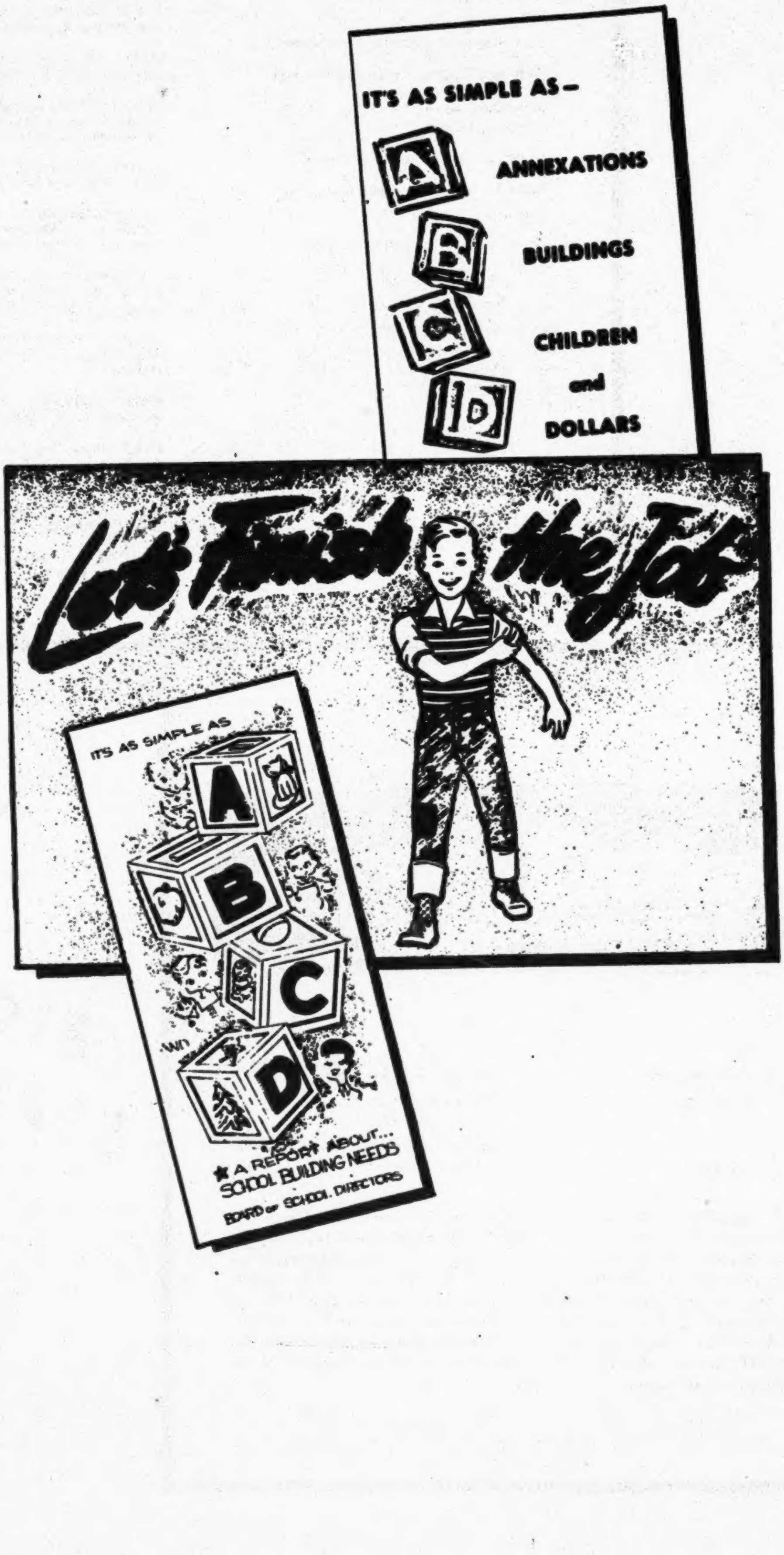
BIG SPRING



185,000 square feet of new construction
Plant far more than doubled in size
45 new classrooms
New laboratories, shops
Athletic Field Improvements

Space for band, choir, speech
Enlarged auditorium
Enlarged cafeteria
Complete new units for physical education for both boys and girls

The immediate need is for an enlarged High School, one that will accommodate 2,500 students. This envisions that Big Spring, for many years, will have one Central High School. It will be a four-year school, thus relieving the pressure at the Junior Highs, so that they may function competently. Land availability and location (as related to the city's growth pattern) dictate expansion of the present plant. The proposed plan more than doubles the size of the present plant—an absolute necessity to house the oncoming throng of High School age students. It includes auxiliary facilities that have been inadequate—or totally lacking—for many years. A considerable portion of this improvement gives Big Spring for the first time a greatly developed physical training set-up, to put the community in line with the national physical fitness program.


IT'S AS SIMPLE AS –
A ANNEXATIONS
B BUILDINGS
C CHILDREN
and
D DOLLARS
Let's Finish the Job
IT'S AS SIMPLE AS
A B C AND D
★ A REPORT ABOUT... SCHOOL BUILDING NEEDS
BOARD OF SCHOOL DIRECTORS

Lubbock * * * *

The first item illustrates the amount of the bond indebtedness of Lubbock Independent School District

The second item indicates the classrooms needed in the local school system.

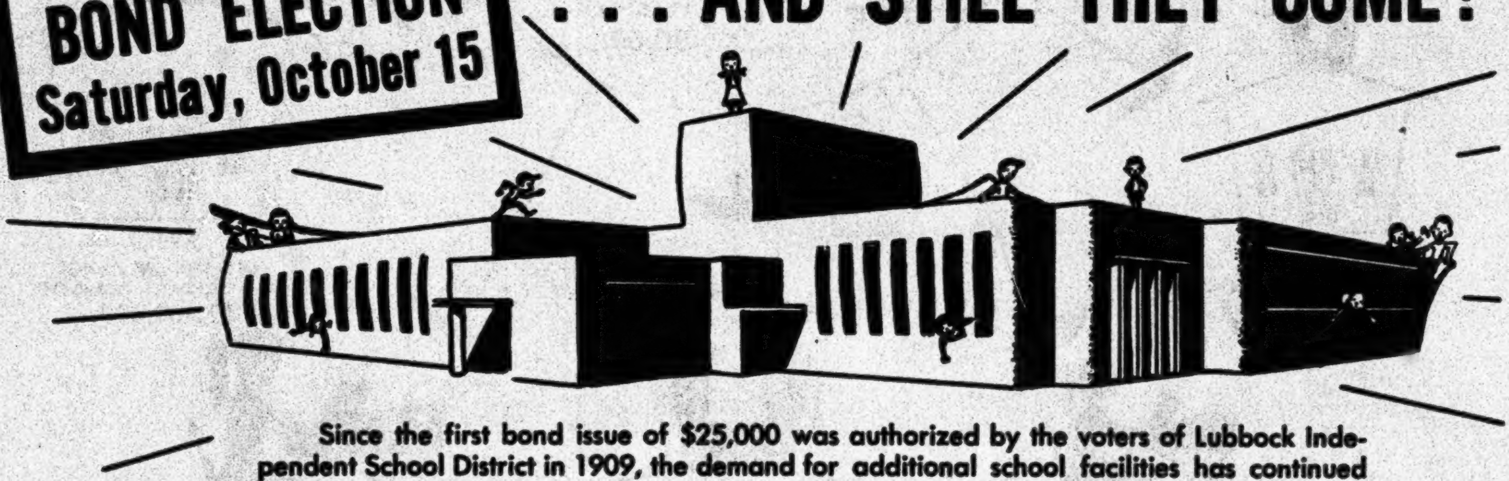
The third item indicates when the bond election ends and some of their needs.

The fourth item compares the cost of Lubbock Schools, the Texas Schools, and the Nation's Schools.

OUR SCHOOLS

SCHOOL BOND ELECTION
Saturday, October 15

. . . AND STILL THEY COME!



Since the first bond issue of $25,000 was authorized by the voters of Lubbock Independent School District in 1909, the demand for additional school facilities has continued without much relief.

In September, 1955, 18,782 students were enrolled in all grades. The average annual membership for 1955-56 is expected to be 19,641 instead of the 18,859 estimated in July, 1955. Carefully-planned estimates have been exceeded consistently.

Using the present 765 classrooms in the system over the next five years to accommodate the present enrollment plus an expected increase of 11,916, almost every elementary school will have to operate on half-day shifts by 1960.

What has been done with $5.5 million in bonds voted in 1952 and 1954?

What enrollment is expected five years from now?

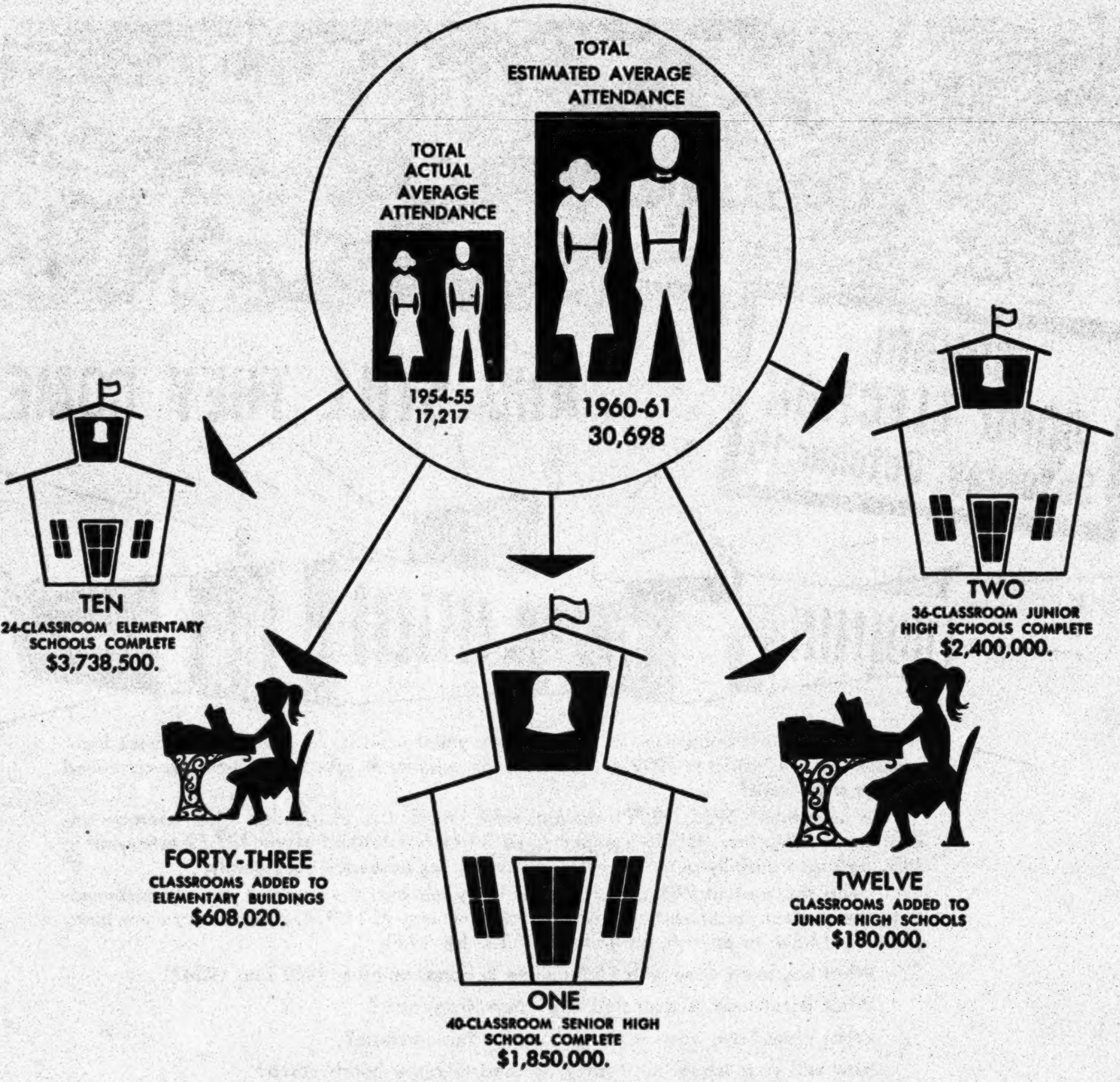
What plans have been made to care for this increase?

How will your school tax money be used to retire bonds voted?

Is there an opportunity for you to share in solving this problem?

THE ANSWERS ARE ON THE FOLLOWING PAGES . . .

$8,800,000. SHOULD BE MADE AVAILABLE TO YOUR SCHOOL SYSTEM NOW FOR USE OVER THE NEXT 5 YEARS



TOTAL ACTUAL AVERAGE ATTENDANCE

1954-55
17,217

TOTAL ESTIMATED AVERAGE ATTENDANCE

1960-61
30,698

TEN
24-CLASSROOM ELEMENTARY SCHOOLS COMPLETE
$3,738,500.

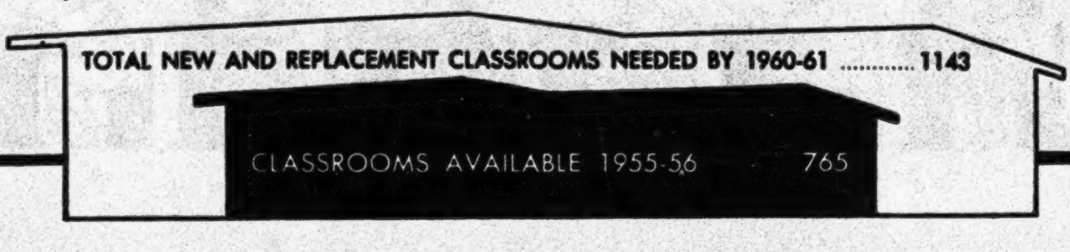
TWO
36-CLASSROOM JUNIOR HIGH SCHOOLS COMPLETE
$2,400,000.

FORTY-THREE
CLASSROOMS ADDED TO ELEMENTARY BUILDINGS
$608,020.

TWELVE
CLASSROOMS ADDED TO JUNIOR HIGH SCHOOLS
$180,000.

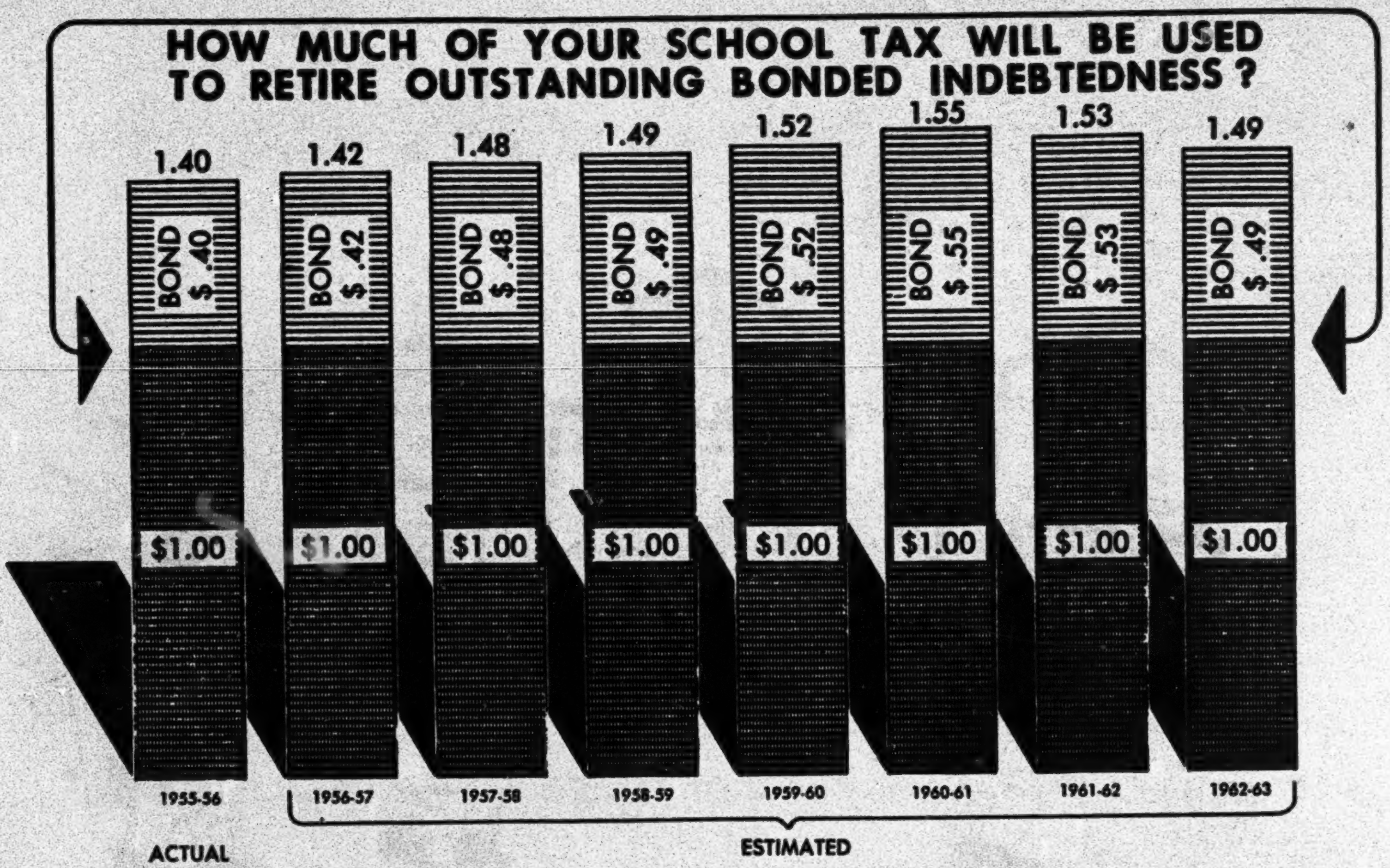
ONE
40-CLASSROOM SENIOR HIGH SCHOOL COMPLETE
$1,850,000.

By Selling these $8.8 million in bonds ONLY AS NEEDED and upon favorable bond markets during the next five years, minimum additional classroom space as shown above can be provided for the continued pupil increase estimated by the Board of Education. The past proves these growth forecasts conservative.



TOTAL NEW AND REPLACEMENT CLASSROOMS NEEDED BY 1960-61 1143

CLASSROOMS AVAILABLE 1955-56 765

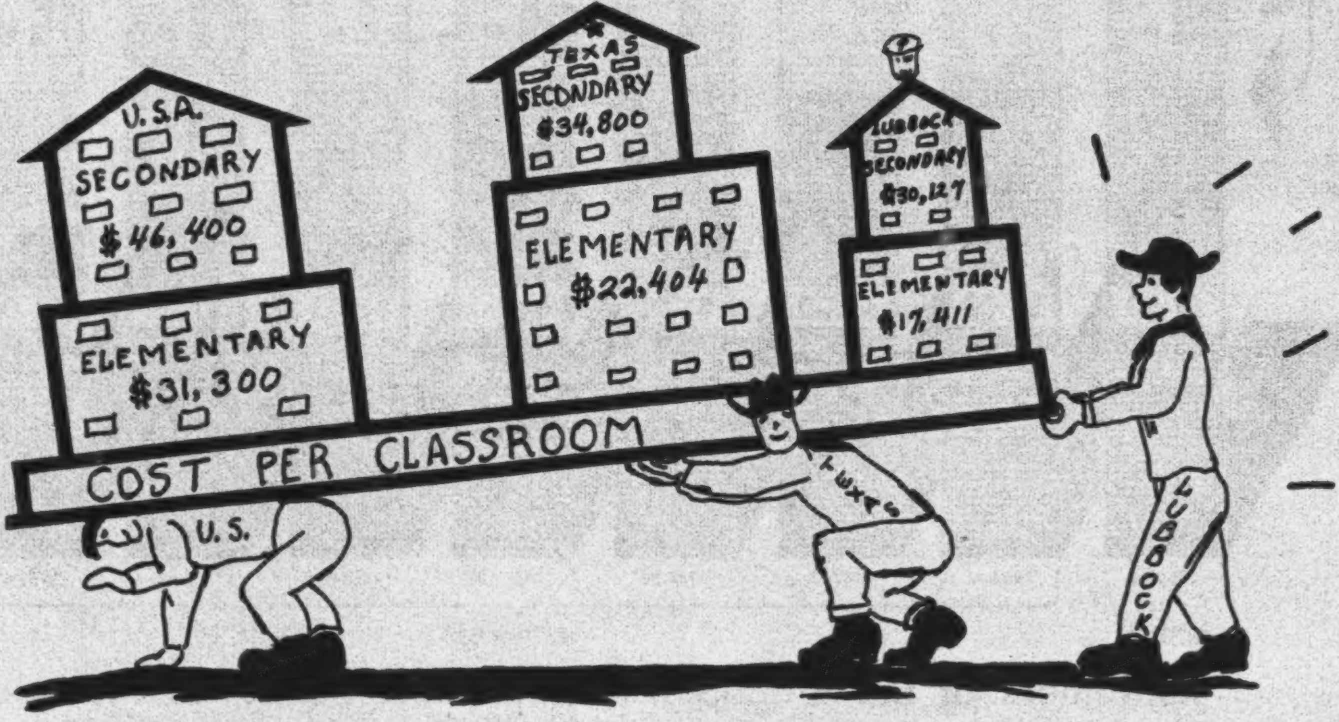


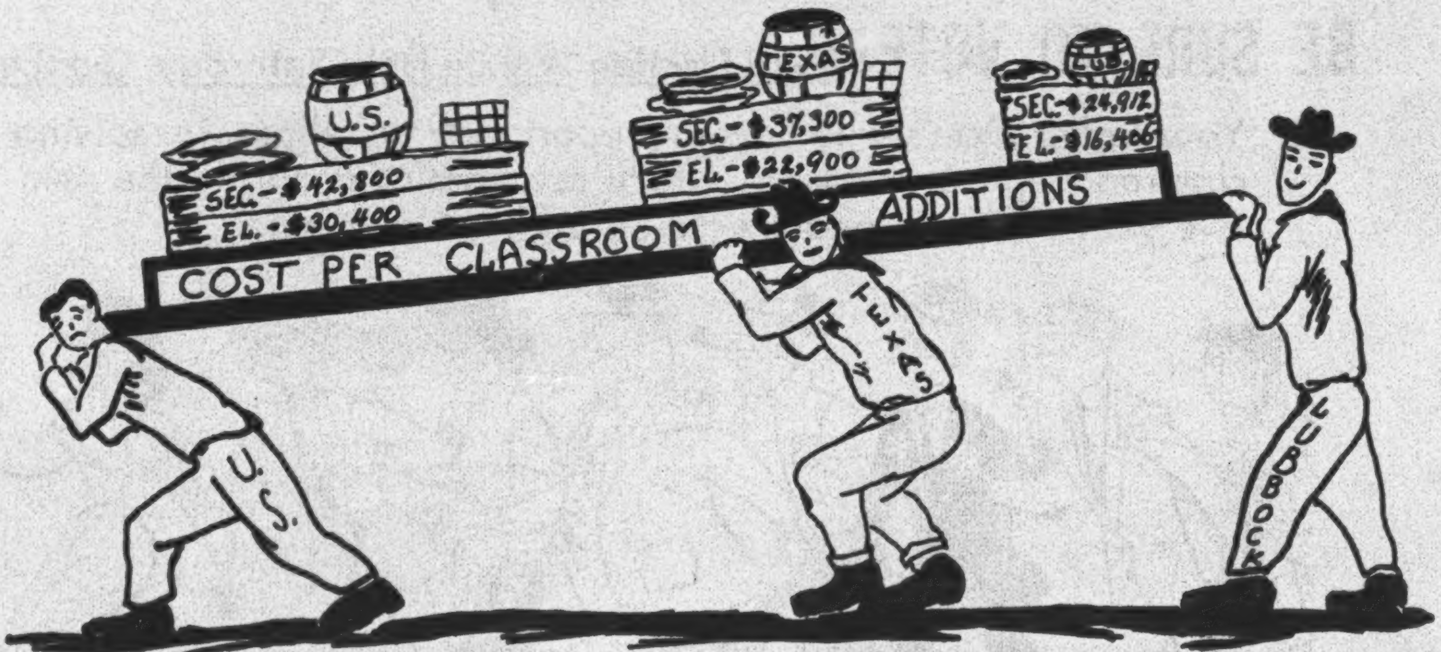
HOW MUCH OF YOUR SCHOOL TAX WILL BE USED TO RETIRE OUTSTANDING BONDED INDEBTEDNESS?

Retirement of the proposed $8.8 million in bonds, as indicated in white above, is based on a conservative estimate of the rate of Lubbock's growth. The shaded pennies represent the amount required for maintenance and operation.

BE SURE TO VOTE! Bond Election Will Be Held Saturday, October 15.

Your ballot October 15 is your opportunity to share in solving classroom space problems, which are imminent during the next five years. By all means vote Saturday, October 15.


U.S.A.
SECONDARY
$46,400
ELEMENTARY
$31,300
TEXAS
SECONDARY
$34,800
ELEMENTARY
$22,404
LUBBOCK
SECONDARY
$30,127
ELEMENTARY
$17,411
COST PER CLASSROOM
U.S.
TEXAS
LUBBOCK

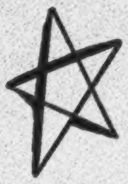

U.S.
SEC.-$42,800
EL.-$30,400
TEXAS
SEC.-$37,300
EL.-$22,900
LUB.
SEC.-$24,912
EL.-$16,406
COST PER CLASSROOM ADDITIONS
U.S.
TEXAS
LUBBOCK

Corpus Christi * * * *

The first item indicates the needs of the Corpus Christi Independent School District and the amount of growth.

Item number two indicates once again, the needs of the school district and some of their growth.

The third sheet gives a summary of the needs of Corpus Christi issues in the current bond issue program.



CORPUS CHRISTI PUBLIC SCHOOLS
Corpus Christi, Texas

SUMMARY

- Approximately 7,000 Corpus Christi Public Schools' pupils will be forced into half-day classes within four to six years unless more classrooms are built within this period.
- These 7,000 boys and girls need 238 classrooms, so that each will have a classroom seat for a full day. Funds are available for only 28 classrooms, the proposed Schanen Estates Junior High School to be occupied in 1964-65.
- The anticipated pupil growth rate of 1,700 yearly is based upon factual records, not guesses.
- Capital expenditure is geared to basic needs for quality education... classrooms and related facilities...only when and if enrollments justify. Time and conditions may alter plans.
- In 1956 the district's tax rate on bonded indebtendess was 27 cents. This is the rate used for the 1963-64 budget.
- The bond issue, school officials believe, probably can be financed without an increase in the district's school tax rate. Normal financial growth within the district reflected in a $10 million to $15 million yearly increase in assessed valuations plus continued economical operations are expected to finance the $6.5 million issue.

HOW DO WE GET 238 MORE CLASSROOMS?

A $6.5 MILLION BOND ISSUE
WILL BE SUBMITTED TO
CORPUS CHRISTI VOTERS
SEPTEMBER 21

approval of these BONDS will

Fulfill our responsibility today to these 7,000 boys and girls who will be THE LEADERS tomorrow

our CHILDREN are our FUTURE!

HOW MAY WE, YOU AND I, HELP?

VOTE FOR
Our Children
School Bond Election, September 21

WHAT COULD HAPPEN?

HALF-DAY SESSIONS FOR 7,000 WITHIN FOUR TO SIX YEARS

These COULD HAPPEN Also

- Crowd more and more pupils into classrooms
- Overload teachers with more pupils than they can adequately teach
- Eliminate special programs and services that meet the needs and abilities of individual pupils

* * *

READ THIS

Q: Will the bond issue affect the present school tax rate?

A: School officials believe the $6.5 million bond issue can be financed without an increase in the school tax rate. Their belief is based upon these factors:

1. Corpus Christi will continue to grow
2. The district's growth in assessed valuation of $10 to $15 million each year will continue

AND VOTE FOR
our children
September 21
School Bond Election

For Corpus Christi's youth

VOTE
for the SCHOOL BONDS
Saturday, Sept. 21

These Bonds Will

- Build six new schools—four elementary . . . one junior high . . . one senior high
- Build additional classrooms at existing elementary and junior high schools as they are needed
- Provide sites and schools in the fast-growing residential areas
- Furnish equipment and facilities for quality educational programs

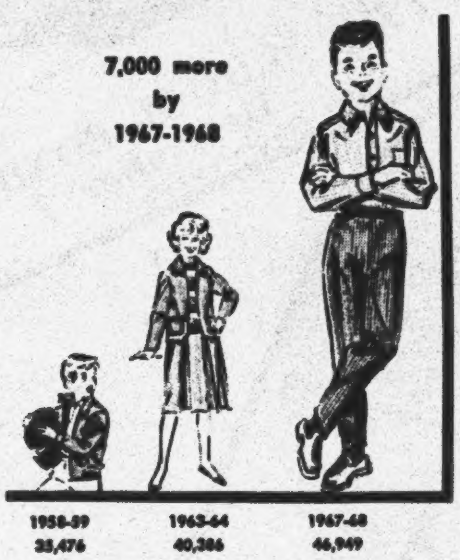
we must make room for 7,000 by 1967-68

OUR BOYS & GIRLS today ARE THE LEADERS tomorrow

Builders . . . doctors . . . laborers . . . lawyers . . . teachers . . . astronauts . . . scientists . . . technicians . . . homemakers . . . parents . . . community leaders who will pick up our tasks—yours and mine—and carry on. How they do their job depends upon what you and I do for them today.

Each year 1,700 more pupils will attend the Corpus Christi Public Schools

our public school enrollment is INCREASING!



Who can vote?

Property owners who hold poll tax receipts

VOTE

September 21

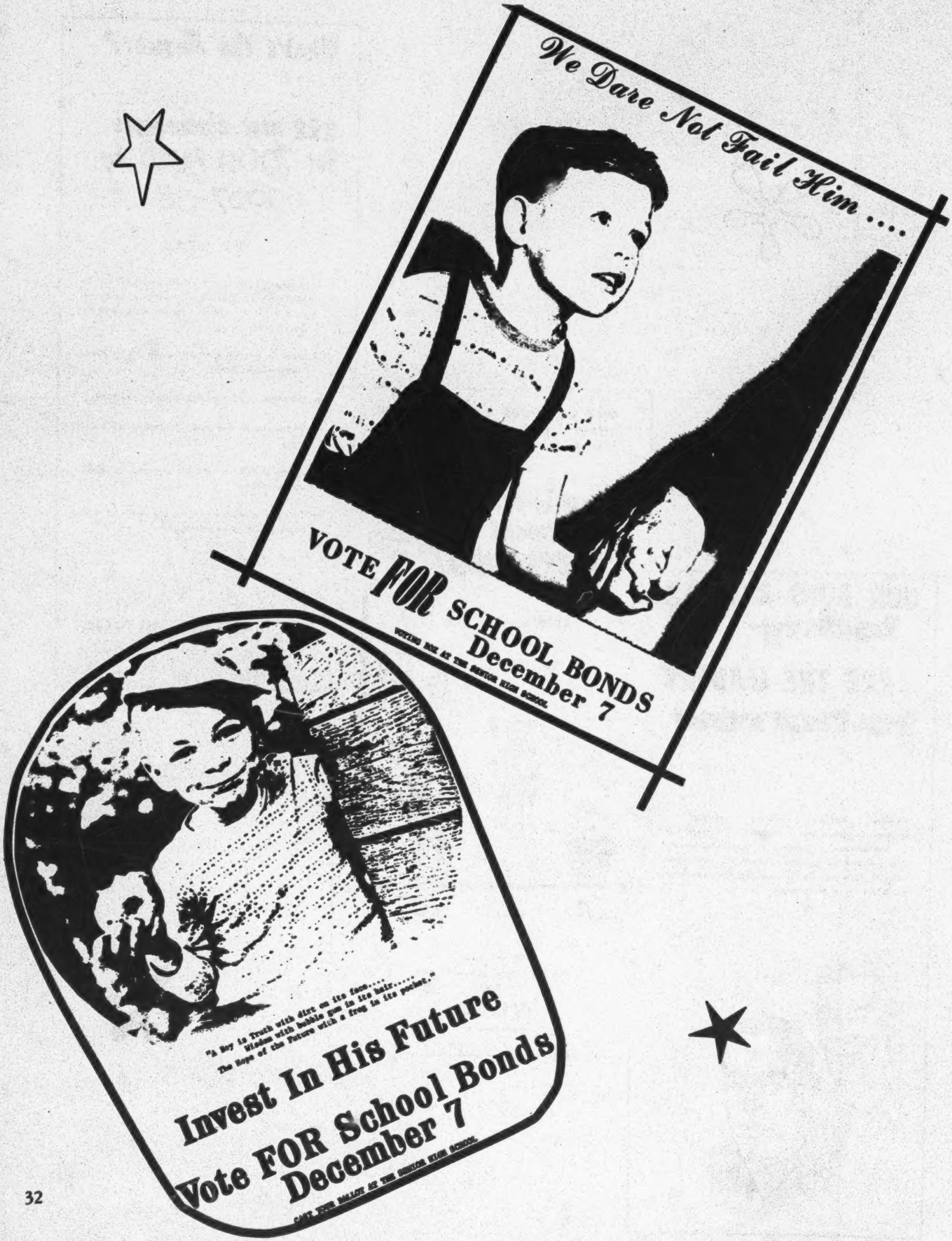
What's the Answer?

238 new classrooms for 7000 pupils by 1967-68

WE NEED

- ➔ **Permanent housing** for the 1,700 yearly increase to reduce the use of temporary classrooms, which are not suitable for modern approaches to teaching and learning
- ➔ **Space** for expanding school enrollments to relieve excessive class loads
- ➔ **Equipment** and furnishings for quality teaching
- ➔ **School sites** in new and fast-growing residential areas
- ➔ **Library facilities** to meet the standards of space-age education
- ➔ **Cafeteriums** to allow for the conversion of three existing ones into classrooms

LET'S MEET THE NEEDS

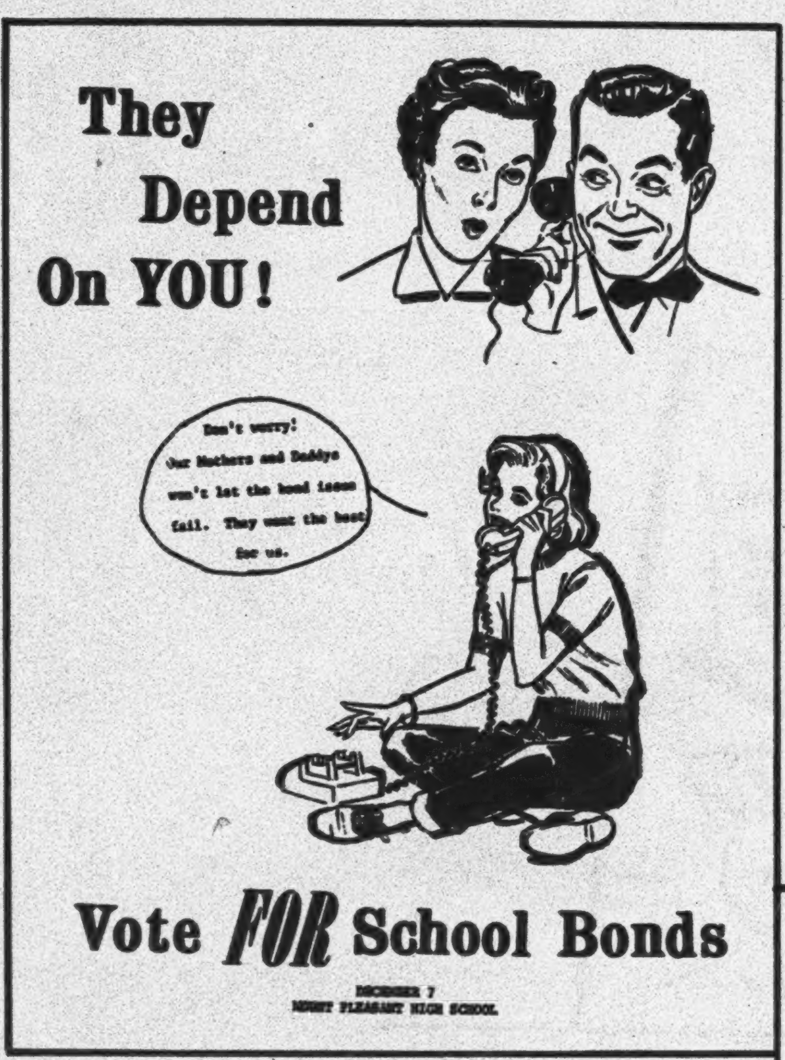

We Dare Not Fail Him ....
VOTE FOR SCHOOL BONDS
December 7
VOTING BOX AT THE SENIOR HIGH SCHOOL
"A Boy is Truth with dirt on its face....
Wisdom with bubble gum in its hair.....
The Hope of the Future with a frog in its pocket."
Invest In His Future
Vote FOR School Bonds
December 7
CAST YOUR BALLOT AT THE SENIOR HIGH SCHOOL

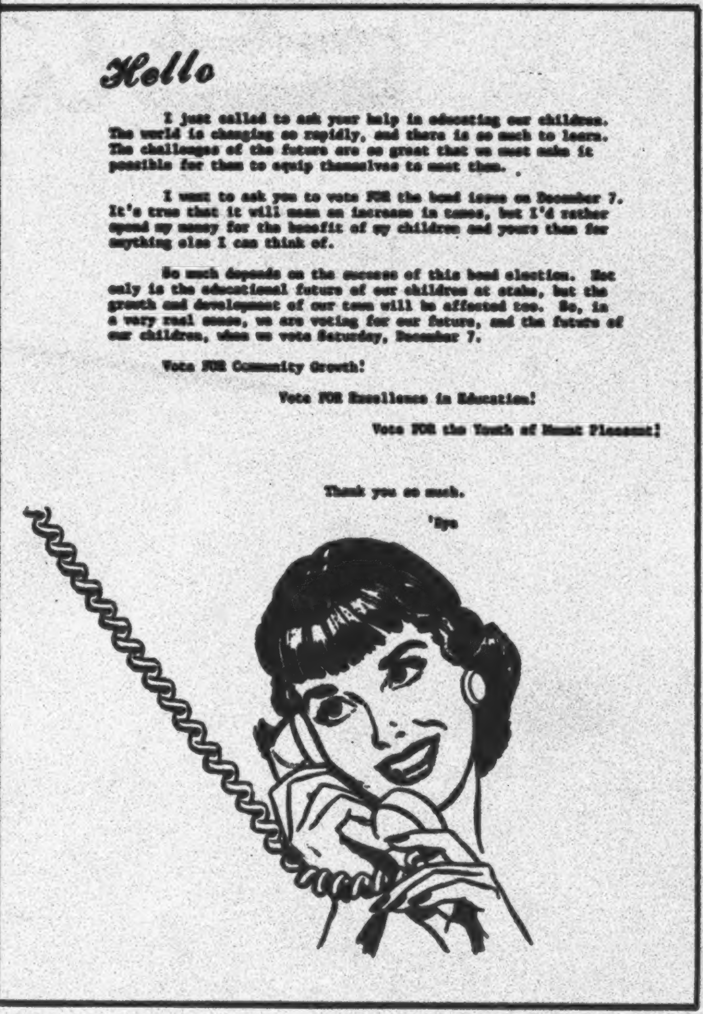
Mount Pleasant * * *

This material contains several fine examples of illustrated presentations with emphasis on the importance of the children of the community.

The detailed information concerning what was needed and what was planned, the financial status of the district, submitted to the patrons in one pamphlet shortly before the election.

Some material has been deleted because it was contained elsewhere in this publication.


They Depend On YOU!
Don't worry! Our Mothers and Daddys won't let the bond issue fail. They want the best for us.
Vote FOR School Bonds
DECEMBER 7
MOUNT PLEASANT HIGH SCHOOL



Hello

I just called to ask your help in educating our children. The world is changing so rapidly, and there is so much to learn. The challenges of the future are so great that we must make it possible for them to equip themselves to meet them.

I want to ask you to vote FOR the bond issue on December 7. It's true that it will mean an increase in taxes, but I'd rather spend my money for the benefit of my children and yours than for anything else I can think of.

So much depends on the success of this bond election. Not only is the educational future of our children at stake, but the growth and development of our town will be affected too. So, in a very real sense, we are voting for our future, and the future of our children, when we vote Saturday, December 7.

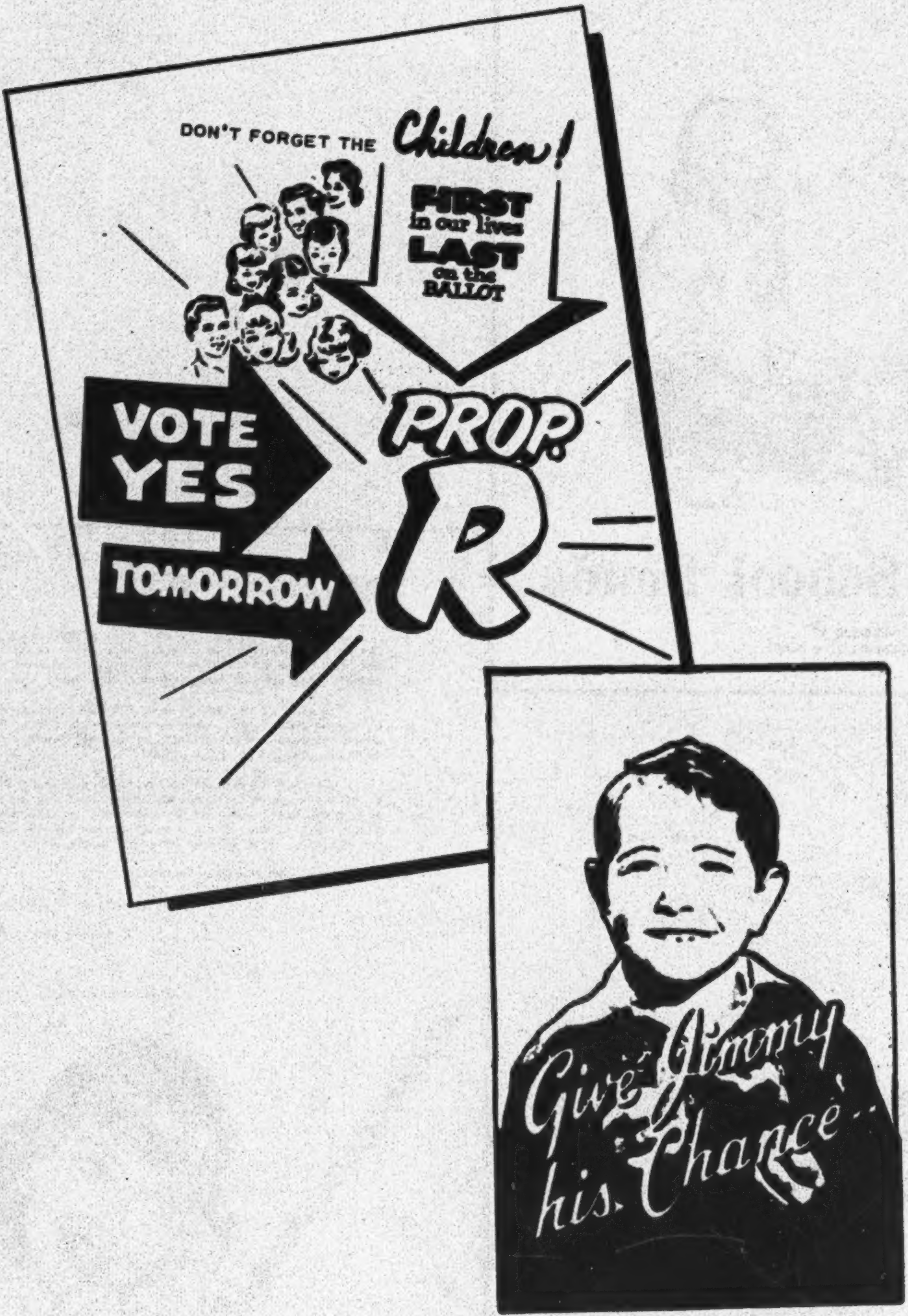
Vote FOR Community Growth!

Vote FOR Excellence in Education!

Vote FOR the Youth of Mount Pleasant!

Thank you so much.

'Bye


DON'T FORGET THE Children!
FIRST in our lives LAST on the BALLOT
VOTE YES
TOMORROW
PROP. R
Give Jimmy his Chance

MOUNT PLEASANT PUBLIC SCHOOLS

The purpose of this brochure is to set forth the physical problems of the Mount Pleasant Independent School District at this time and for the next five years. Some suggestions are set out whereby these problems may be met. These are not represented as being the only approaches possible; they are, in the opinion of school officials, the methods most commonly used in similar situations.

The Board of the Mount Pleasant Independent School District realizes full well that there is no easy way to meet building needs. They have consistently been very reasonable in their request on the tax payers of this district. This fact can be verified very easily by any unprejudiced study of values placed on similar properties in other school districts who provide equal educational opportunities. The Board's only desire is to make available to the students of Mount Pleasant Independent School District adequate facilities and an instructional program which will permit them to compete educationally with students from other sections of the state.

In submitting the following statistical information we do not imply that it is without error. It has been honestly compiled with only one purpose in mind--to give a true picture of expansion needs, the approximate cost of these facilities, and possible ways the funds might be secured. While statistical errors may be present, the information is certainly accurate enough for tentative plans to be made on this basis.

QUESTIONS AND ANSWERS ABOUT SCHOOL IMPROVEMENT PROGRAM

1. What are the basic reasons for proposing such a program at the present time?

   There are several pressing reasons for proposing a new program now:

   (a) Enrollment of about 3,000 students by 1967-68 (over 800 in grades 9-12). This is a projection of students who are here NOW and not a prediction based on possible area growth or probable industrial expansion. Our present high school plant is not only overcrowded but obsolete. Additional rooms need to be added at the white elementary schools, a negro elementary school is needed, because of crowded conditions and to separate the negro high school students from the elementary students. The present negro school plant needs renovations in order to take care of the negro high school. A cafeteria for the negro schools is a must. Wallace Junior High needs an additional wing in order to house the 9th grade. Also at Wallace a music and a P. E. building is needed in order to have a good Physical Education, band and choir program.

   (b) Quality personnel, a curriculum to decrease drop-outs, prepare students for college entrance, adequate teaching materials, tools, and resources are equally important ingredients to an effective school program and should be provided for in a school improvement program. These phases of a school program cost money -- in some instances more than classrooms.

2. How did the program take shape?

   It is the outcome of deliberate study by the Board of Education, architects, engineers, and lay citizens. The Texas Education Agency assisted by making a study of present campuses and their needs. The program has been carefully designed and has involved the thinking of many people, along with visits to other school districts with problems similar to this district's. Immediately after the election, the Board of Education plans to visit new buildings in other districts and make comparisons, so that the needs of this district may be met by intelligent planning.

HOW DO WE COMPARE

In the many school districts throughout Northeast Texas, various conditions exist that create favorable or unfavorable conditions on the teachers and children involved. A number of school districts are highly favored in that they are advantageously located in areas where high valuation exists while on the other hand, many districts are less fortunate.

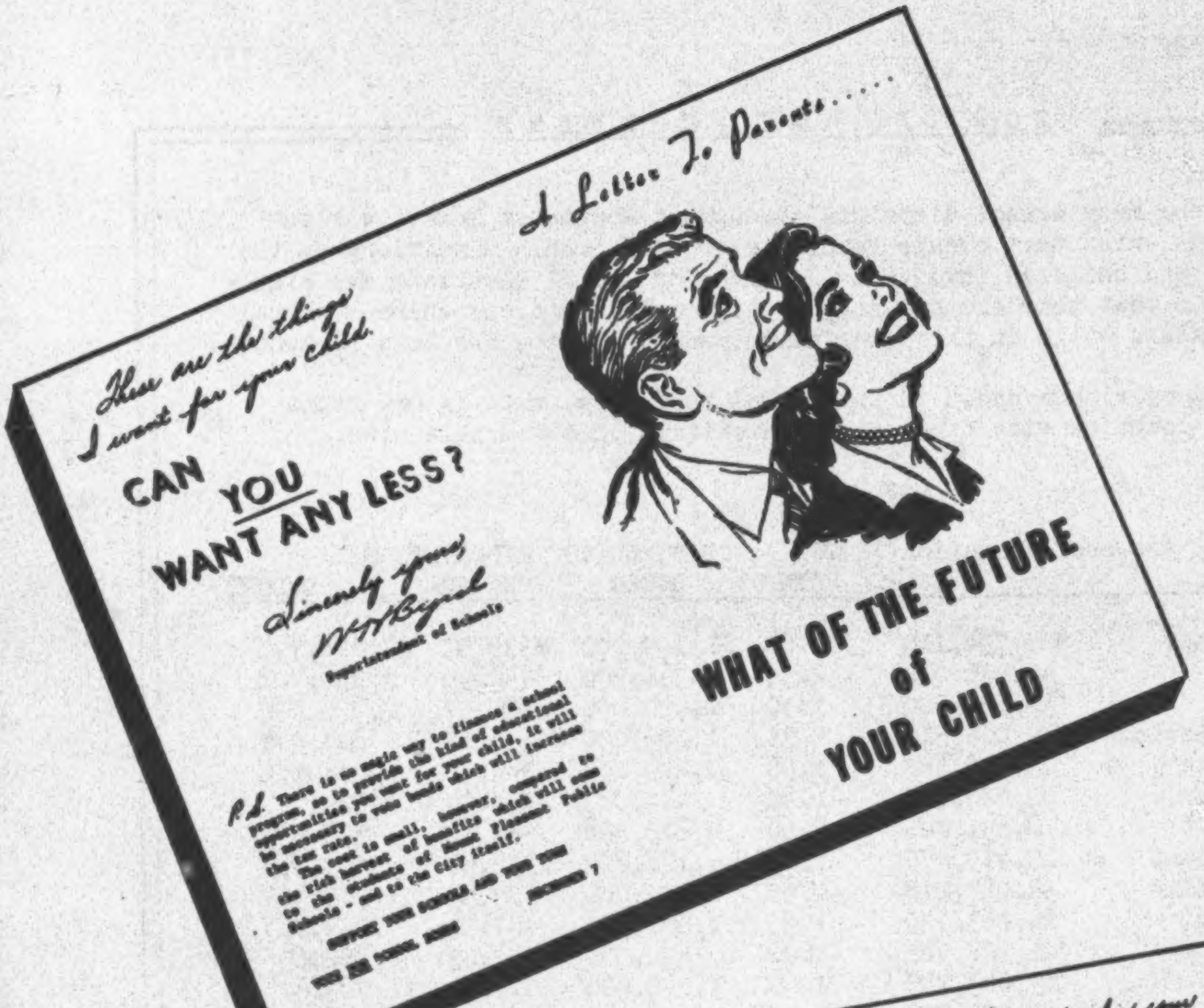
In comparisons shown in the tables to follow, this is how Mount Pleasant compares with other school districts of comparable size.

1961-62	Assessed Valuation	TAX RATE	OUTSTANDING BONDS	EXPENDITURES PER ADA	BUDGET
Nacogdoches	$25,794,110	$1.62	$1,199,000	$339.93	$1,298,796
Kilgore	40,336,410	1.70	336,500	449.96	1,330,708
Paris	35,392,500	1.50	1,920,000	486.07	2,756,092
Sulphur Springs	16,005,310	1.35	1,152,000	346.13	805,940
Greenville	23,318,567	1.90	1,429,000	345.12	1,314,686
Gladewater	62,494,740	1.42	415,000	730.74	1,309,737
Bonham	8,891,025	1.60	619,300	368.36	538,935
Mt. Pleasant	15,479,475	1.70	1,178,800	398.57	909,918
Jacksonville	34,987,218	1.55	1,670,000	406.99	1,206,981
Henderson	24,063,129	1.35	1,601,500	407.91	997,814
Terrell	21,108,002	1.00	490,000	318.53	855,695
Athens	13,643,745	1.60	1,198,000	515.94	783,658
Waxahachie	16,452,378	1.50	374,000	322.73	946,200
McKinney	23,315,880	1.52	2,277,000	448.65	1,387,563
Palestine	21,104,679	1.20	564,900	333.85	1,099,218

The above figures are the latest figures available for comparison.

1963-64

Mount Pleasant	$26,336,072	$1.15	$1,149,800	$323.57	$ 967,442



A Letter To Parents.....

These are the things I want for your child.

CAN YOU WANT ANY LESS?

Sincerely yours,

Superintendent of Schools

WHAT OF THE FUTURE of YOUR CHILD

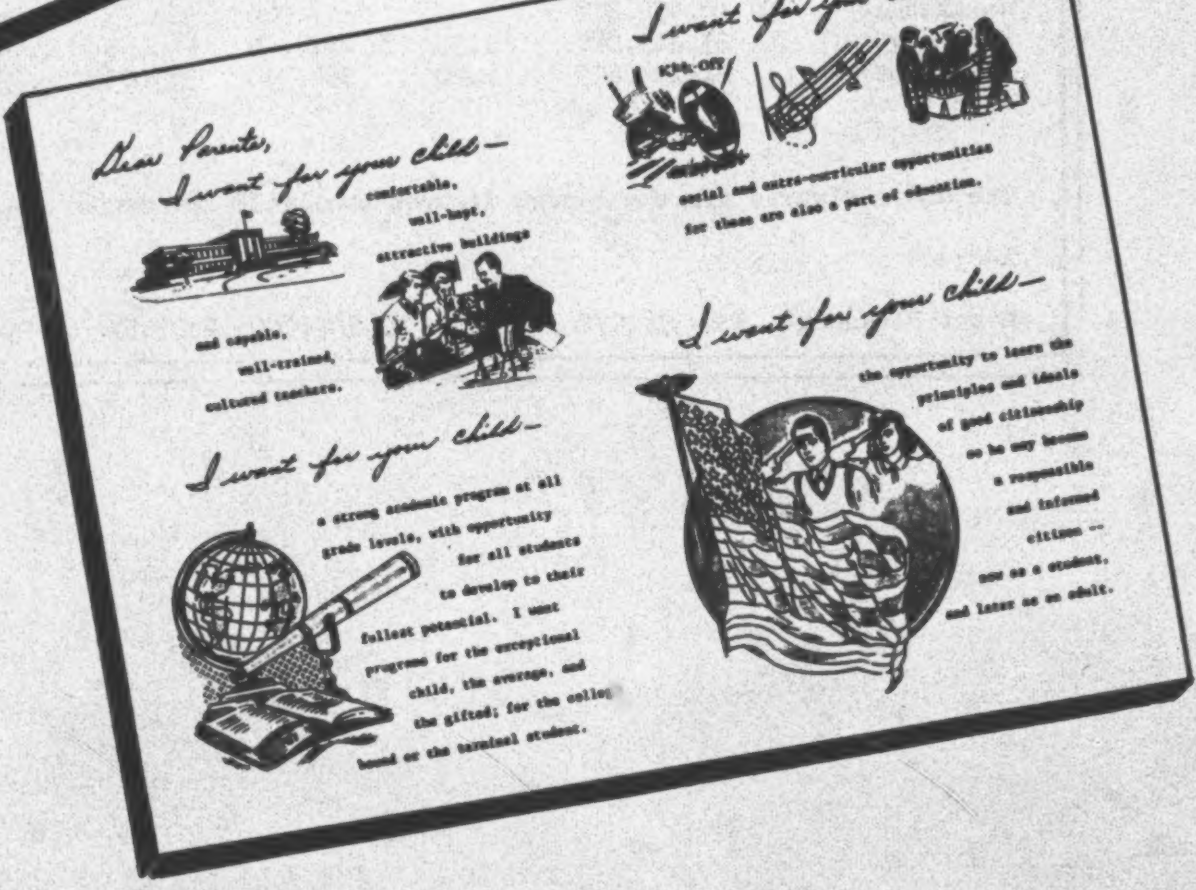
P.S. There is no single way to finance a school program, so as to provide the kind of educational opportunities you want for your child. It will be necessary to vote bonds which will increase the tax rate.

The cost is small, however, compared to the rich harvest of benefits which will come to the students of Mount Pleasant Public Schools - and to the City itself.

SUPPORT YOUR SCHOOLS AND YOUR TOWN

DECEMBER 7

VOTE FOR SCHOOL BONDS



Dear Parents,
I want for your child—

comfortable,
well-kept,
attractive buildings

and capable,
well-trained,
cultured teachers.

I want for your child—

a strong academic program at all grade levels, with opportunity for all students to develop to their fullest potential. I want programs for the exceptional child, the average, and the gifted; for the college bound or the terminal student.

I want for your child—

social and extra-curricular opportunities for these are also a part of education.

I want for your child—

the opportunity to learn the principles and ideals of good citizenship so he may become a responsible and informed citizen -- now as a student, and later as an adult.

Year	Assessed Valuation	Tax Rate	Total Budget	Operation	Debt Service
1958	$10,665,694	$1.75	$793,249	$740,405	$52,844
1959	11,768,370	1.75	744,220	679,077	65,143
1960	12,116,311	1.80	731,938	660,719	71,219
1961	15,479,475	1.70	997,368	897,979	99,389
1962	25,848,479	1.10	973,551	880,301	93,250

BOND INFORMATION

BOND SCHEDULE--ORIGINAL ISSUE		AMOUNT OUTSTANDING NOW
1964	$175,000	$ 69,000
1951	$300,000	$275,000
1954	$300,000	$287,000
1957	$250,000	$226,000
1960	$300,000	$283,000
1951	$ 5,250	$ 2,400
1952	$ 7,000	$ 2,400
1953	$ 8,000	$ 5,000

AMOUNT OF BONDED INDEBTEDNESS June 30, $1,149,800.

The Mount Pleasant Schools have spent $1.94 per student per year for the last 17 years for construction of new school facilities, the state average is $3.75.

Assessed value for tax purposes is based on one half of value of property. Bonds issued from this program will cost the tax payer 38¢ per hundred dollars.

Example: Value of property----------$4,000
Tax Purpose valuation------$2,000
Tax $ 7.60

CAST YOUR VOTE FOR.....OUR CHILDREN AND OUR COMMUNITY

"FOR THE ISSUANCE OF BONDS AND THE LEVYING OF TAX IN PAYMENT THEREOF"

~~"AGAINST THE ISSUANCE OF BONDS AND THE LEVYING OF TAX IN PAYMENT THEREOF"~~

WHO CAN VOTE?

DECEMBER 7

ANY RESIDENT OF THE MOUNT PLEASANT INDEPENDENT SCHOOL DISTRICT WHO OWNS PROPERTY WHICH IS ON THE DISTRICT'S TAX ROLL AND WHO HAS PAID HIS POLL TAX FOR THE CURRENT YEAR IS ELIGIBLE TO VOTE.

WHERE?

THE ELECTION WILL BE HELD AT THE HIGH SCHOOL BUILDING ONLY ON DECEMBER 7, 1963

8 A. M. - 7 P. M.

YOUR VOTE FOR THE SCHOOL BONDS IS AN INVESTMENT IN THE FUTURE!

Richardson * * * *

This illustrates a type of handbill with all pertinent information on one page.

FACTS...

About the

$7,250,000

Richardson Independent School District

Schoolhouse

Bond Election

***

VOTE

April 6, 1963

FOR

The $7,250,000 Schoolhouse Bonds

Questions and Answers

on

RICHARDSON INDEPENDENT SCHOOL DISTRICT

and the

ELECTION

on

April 6, 1963

VOTE

April 6, 1963

FOR

The $7,250,000 Schoolhouse Bonds

About the Election..

1. When will the election be held? .... Saturday, April 6, 1963.

2. When will the polls open and close? .... Open at 7:00 AM - Close at 7:00 PM.

3. At what places will the election be held?
   1. Richardson High School, 1250 Belt Line Road, Richardson
   2. Richardson Heights Elementary School, 100 North Floyd, Richardson
   3. Richardson Junio High School, 450 Abrams Road, Richardson
   4. Hamilton Park School, 8301 Towns Street, Dallas
   5. Lake Highlands Elementary School, 9501 Ferndale, Dallas

4. Can a voter vote by absentee? .... Yes, starting March 18, at Dallas County Courthouse at the Office of the County Clerk.

5. Who may vote in the election? .... Any resident of the District who has rendered property (real or personal) for school tax purposes in 1962 or 1963; who has lived in Texas one year and in the County 6 months and in the District on the day of the election; and who has paid his (or her) poll tax or has an exemption.

6. What is the purpose of the election? .... To vote on the issuance of bonds for the purposes, to wit: "the purchase, construction, repair or equipment of public free school buildings and the purchase of necessary sites therefor, within the limits of said District".

About the Bonds..

7. How many bonds are to be voted? $7,250,000

8. How will the bonds mature? .... Serially, and not to exceed a 30 year period from their date.

9. The present tax rate of the District is $1.00. Of this amount 43 cents is required for debt service. Based on the District's past growth history, it is believed the $7,250,000 bonds being voted upon at this election can be issued with only a 4 cents increase in the bond tax rate.

   Of the 57 cents left for operation and maintenance of the District, there is certainly a possiblity that this figure could be raised by a few pennies over the three year period in order for the school district to be able to operate the new buildings that are to be built in the three year period. It is estimated that the maximum increase in total tax rate should not exceed 10 cents.

10. For what purposes will the proceeds from the bonds be used?

PROPOSED BUILDING PROGRAM FOR THREE YEARS
(To Increase School Facilities to Accommodate a Total of 22,000 Pupils)

Year Construction Starts	Elementary Building	Secondary Building	Architect's Estimates for Costs by years
63-64	30 Classrooms, offices, gyms and auxiliary facilities with necessary sites and equipment Special Education Building	Lake Highlands High School and necessary equipment Richardson area junior high and necessary equipment	$3,000,000*
64-65	40 Classrooms, offices. gyms and auxiliary facilities with necessary sites and equipment	Richardson area junior high and necessary equipment School warehouse Addition to Lake Highlands High School and equipment	$2,950,000
65-66	40 Classrooms, offices, gyms and auxiliary facilities with necessary sites and equipment	Addition to Richardson area junior high and equipment Auditorium at Richardson High	$2,800,000

Total Building for three years	$8,750,000
Less unspent funds of last issue	$1,500,000
Recommended issue	$7,250,000

*$3,000,000 includes $1,500,000 from previous bond issue and $1,500,000 from recommended issue.

District..

11. What is the area of the Richardson Independent School District? .... 38.52 square miles

12. Is the District growing in Assessed Valuation? .... Yes. It has had a fast natural growth as follows:

Valuation - 1960 -- $131,305,234
Valuation - 1961 -- 165,110,950
Valuation - 1962 -- 195,477,790

Estimated Valuation - 1963 -- $225,500,000
Estimated Valuation - 1964 -- 255,500,000
Estimated Valuation - 1965 -- 285,500,000
Estimated Valuation - 1966 -- 315,500,000
Estimated Valuation - 1967 -- 345,500,000

13. What ratio is this debt to the Assessed Valuation? .... The ratio of net debt to the 1962 Assessed Valuation is 8.53%. This ratio will not be allowed to exceed 10%, and in all probability will remain below the present figure due to the rapidly increasing valuation.

14. Is the scholastic or pupil population increasing? .... Yes, as follows:

1959-60 School Term -- 6,239
1960-61 School Term -- 7,966
1961-62 School Term -- 9,888
1962-63 School Term -- 12,038

Estimated 1963-64 School Term -- 14,347
Estimated 1964-65 School Term -- 16,796
Estimated 1965-66 School Term -- 19,301
Estimated 1966-67 School Term -- 21,673

The above makes it imperative that the proposed building program be begun immediately so that facilities will be available when these children reach school age.

Muleshoe * * * *

This material contains some fine examples of illustrated plans of work to be done at various school plants in the system.

MULESHOE INDEPENDENT SCHOOL DISTRICT

PROPOSED $900,000 SCHOOL BOND ISSUE ---------- APRIL 4, 1964

For more than two years, the School Board has been giving careful study to the educational program and facility needs of our district. Much improvement has been made in our academic and educational program over the past years but as our population has increased, our facility needs have also increased. The School Board asked special consultants from the Texas Education Agency, an educational consultant, professional school architect and financial specialist to consult with them. The additional facilities needed to carry on an adequate educational program for our children can only be provided through a bond issue.

THIS PROGRAM WILL INCLUDE THE FOLLOWING IMPROVEMENTS FOR OUR SCHOOL:

ELEMENTARY SCHOOL BUILDING

A new 24 classroom elementary school unit to replace two old buildings at Mary DeShazo campus.

1. Safety is the prime factor for these recommendations:
    - A. Lighting is inadequate--Electrical fixtures and wiring are inadequate and unsafe for present use.
    - B. Heating facilities are not sufficient.
    - C. Plumbing and plumbing fixtures are inadquate.
    - D. Fire escapes from 2nd floor areas are sub-standard.
    - E. The Mary DeShazo School is over 38 years old.
2. It is planned to utilize the present cafeteria and gymnasium. The School Board has studied all the aspects of whether or not to construct a new building or re-model the old one. It would cost at least 2/3 of the cost of a new building to re-model. The cost of insurance and operation expense would be much higher if we re-modeled. We feel that it would be less expensive in the long run to build a new building.

JUNIOR HIGH SCHOOL BUILDING

1. Eight classrooms will be added to accommodate sixth grade students who will be moved to relieve the over-crowded conditions in the elementary schools.
2. A new gymnasium will also be added for physical education and recreation.

SENIOR HIGH SCHOOL BUILDING

1. A new vocational-agriculture building to replace present temporary structure. Some new vocational courses will also be included in the curriculum, such as, Auto-Mechanics, Woodworking and Metal Shop. This has been recommended by the State Board of Education for students who do not plan to attend college and to discourage students from dropping out of school.

2. Convert the present cafeteria into homemaking, art and distributive education classrooms.
3. Re-model old homemaking rooms into conventional classrooms.

NEW CAFETERIA

1. This building will seat 500-600 people and will serve both junior and senior high school pupils.
2. It would also serve the community for a place to hold large functions.

COST OF THE PROGRAM

It will be necessary to increase our school taxes by approximately 15% of what we are now paying to finance the additional improvement bonds that will be issued. In other words, if you are now paying $100.00 in school taxes, your school tax will be increased to $115.00.

WHO MAY VOTE

WHO: Every legally qualified voter who resides in the school district. The voter must have rendered property on the school tax roll, have paid their poll tax or be in the exempt class. The rendered property can be either real or personal.

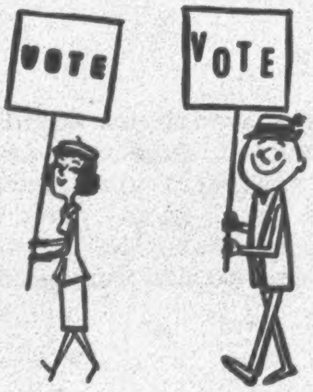
WHEN: Saturday, April 4, 1964, from 8:00 A. M. to 7:00 P. M.

WHERE: Voting at Muleshoe Junior High School.

Each School Board Member wants to personally invite every person that lives in our School District to come by the school before the election to inspect the proposed improvement program and ask any questions that they might have.

MULESHOE INDEPENDENT SCHOOL DISTRICT
Board Members:

John Smith	Eugene Black
James E. Green	Ralph Douglas
W. E. Meyers	B. R. Putman
	Claude Riley



TO THE TAXPAYERS OF MULESHOE INDEPENDENT SCHOOL DISTRICT

For more than two years, your Board of Education of the Muleshoe Independent School District has been giving careful study to the educational program for the children of this district. We have studied the educational needs in every area, such as population trends, student population trends, increase in holding power, curriculum needs, and increase in educational facilities. Great improvements have been made in many areas of our educational program during the recent years, with the exception of educational facilities. The improvement and increase in educational facilities of the Muleshoe Independent School District is the greatest need at the present time. The additional facilities needed to carry on an adequate educational program for our children can only be provided through a bond issue approved by the taxpayers of the district.

The Board of Education has brought special consultants from the Texas Educational Agency to study, appraise, evaluate, survey, and recommend to the Board of Education the facilities needed for the education program of our children. Mr. J. A. Anderson, Assistant Director, Division of Administrative Services and Mr. C. Lyman Ellis, Jr., Consultant Architect of School Plant Services were the consultants. Your Board has also had surveys made by consultants of private firms, and studied carefully and evaluated the surveys and reports presented to them by the administration of the school system.

After employing an architectural firm to prepare preliminary sketches and estimate costs of the facilities needed, and after employing financial consultants relative to the amount of bonds that can be voted, the Board of Education has unanimously approved the following program of building facilities for the Muleshoe Independent School District.

We, therefore, submit to you, the taxpayers of Muleshoe Independent School District, this program with our recommendation to be studied carefully, and voted upon Saturday, April 4, 1964.

The Board welcomes your inquiries and visits to the proposed installations.

Respectively submitted by your Board of Education.

President of Board

Vice President of Board

Member of Board

Secretary of Board

Member of Board

Member of Board

Member of Board

HOW WE COMPARE WITH OUR NEIGHBORS

School	Assessed Valuation	Per Cent of Actual Valuation	Tax Rate Total	Tax Rate Bond	Bonds Outstanding	Pupil Cost	En-roll-ment	Current Budget
Muleshoe	24,614,790	33 1/3%	1.60	.37	1,060,000	$333.	2100	799,184
Abernathy	20,400,000	49%	1.90	.62	1,279,000	360.	1350	625,000
Canyon	26,342,000	40%	1.85	.57	1,931,000		1970	904,440
Dimmitt	27,426,924	70%	1.50	.50	2,050,000	386.	1552	703,072
Friona	14,000,000	25%	1.90	.40	794,000	345.	1209	509,485
Hereford	47,669,626	40%	1.60	.50	2,443,000	420.	3500	1,180,797
Littlefield	22,500,000	48%	1.80	.52	1,583,000		2400	907,681
Morton	14,193,695	26%	1.80	.60	1,200,000	354.	1350	550,559
Olton	13,000,000		1.80	.45	784,000	338.	1500	550,000
Tulia	27,000,000	33 1/3%	1.47	.37	1,130,000		2057	862,000

AVERAGE PER PUPIL COST COMPARED WITH STATE AND NATIONAL AVERAGES

NATIONAL PER PUPIL COST..........	$432.
STATE PER PUPIL COST..............	379.
MULESHOE PER PUPIL COST...........	333.

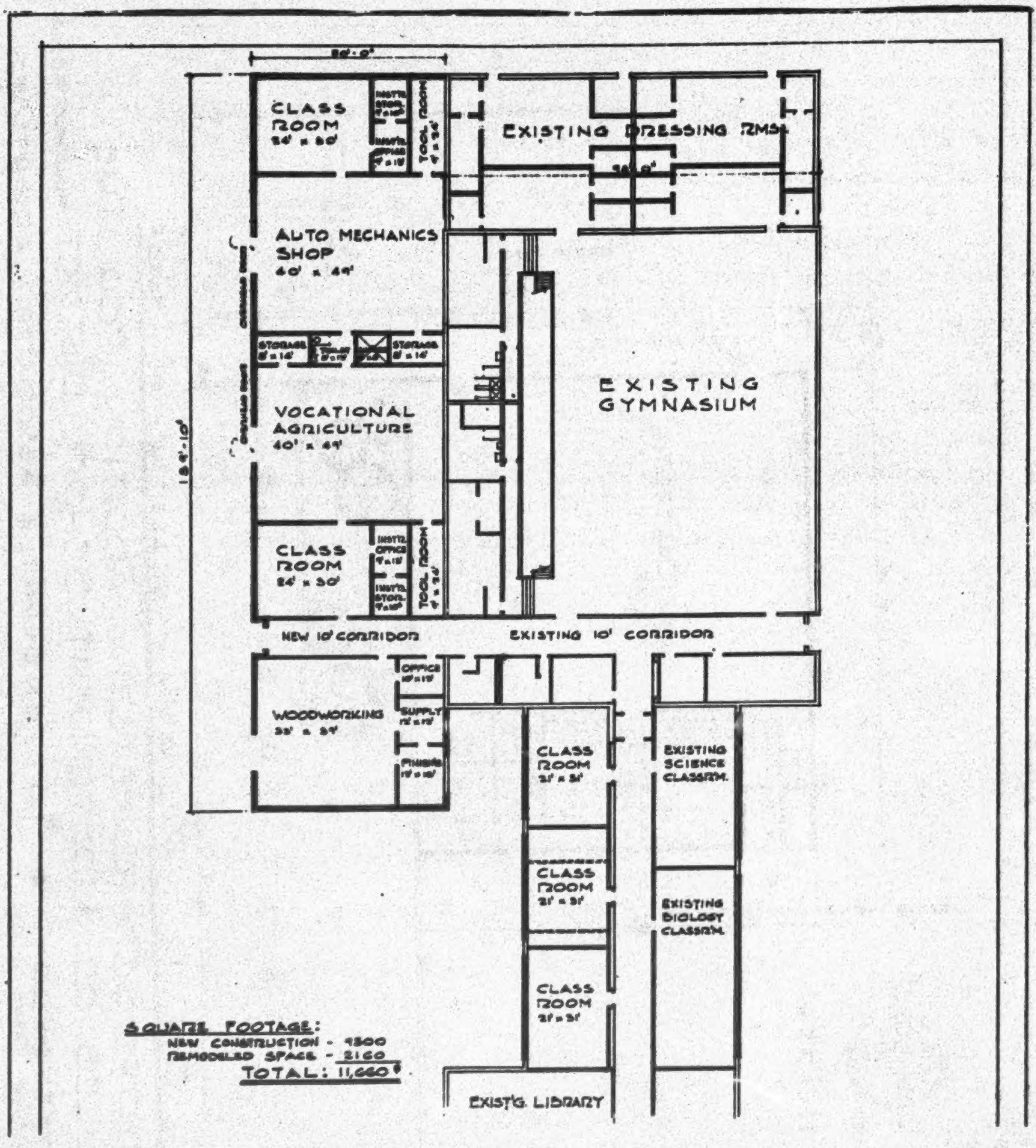
MULESHOE INDEPENDENT SCHOOL DISTRICT

PROPOSED $900,000 SCHOOL BOND ISSUE ---------- APRIL 4, 1964

WHAT IT COST

It will be necessary to increase our school taxes by approximately 15% of what we are now paying to finance the additional improvement bonds that will be issued.

If The Assessed Valuation Of Your Property On The School Tax Roll Is:	Your Present Yearly Taxes Are:	After Bond Issue Your Annual School Tax Will Then Be:	Increase Per Year After Bond Issue:
$ 100.00	$ 1.60	$ 1.85	$ .25
300.00	4.80	5.55	.75
500.00	8.00	9.25	1.25
800.00	12.80	14.80	2.00
1,500.00	24.00	27.75	3.75
2,000.00	32.00	37.00	5.00
2,500.00	40.00	46.25	6.25
3,000.00	48.00	55.50	7.50
4,000.00	64.00	74.00	10.00
5,000.00	80.00	92.50	12.50
10,000.00	160.00	185.00	25.00


80'-0"
CLASS ROOM 24' x 30'
INSTR. STOR. 9' x 12'
INSTR. OFFICE 9' x 12'
TOOL ROOM 9' x 24'
EXISTING DRESSING RMS.
AUTO MECHANICS SHOP 40' x 49'
STORAGE 8' x 14'
TOILET
STORAGE 8' x 14'
OVERHEAD DOOR
EXISTING GYMNASIUM
VOCATIONAL AGRICULTURE 40' x 49'
184'-10"
CLASS ROOM 24' x 30'
INSTR. OFFICE 9' x 12'
INSTR. STOR. 9' x 12'
TOOL ROOM 9' x 24'
NEW 10' CORRIDOR
EXISTING 10' CORRIDOR
OFFICE 10' x 12'
WOODWORKING 32' x 39'
SUPPLY 12' x 12'
FINISH 12' x 10'
CLASS ROOM 21' x 31'
EXISTING SCIENCE CLASSRM.
CLASS ROOM 21' x 31'
EXISTING BIOLOGY CLASSRM.
CLASS ROOM 21' x 31'
SQUARE FOOTAGE:
NEW CONSTRUCTION - 9500
REMODELED SPACE - 2160
TOTAL: 11,660
EXIST'G. LIBRARY

FLOOR PLAN Scale: 1-16" — 1'-10" - Proposed Shops and Classrooms, Additions & Remodeling for the Muleshoe Independent School Dist. Muleshoe, Texas
Rittenberry & Rittenberry & Associates Architects, Amarillo, Texas

VOCATIONAL BUILDING AND REMODELED CLASSROOMS

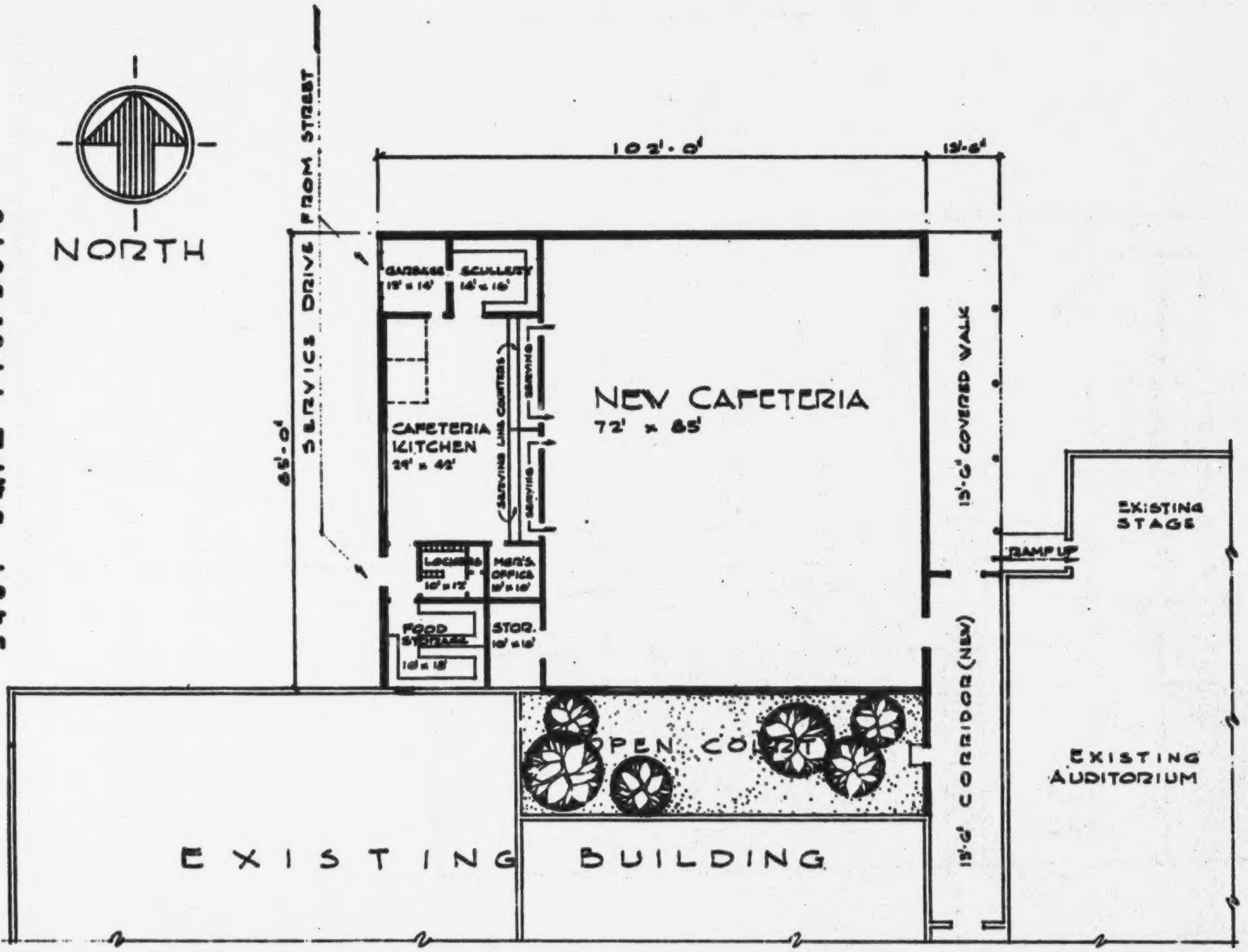
The present Vocational Building was moved to its present location as a temporary building. It has outlived its usefulness. It is beyond economical repair. The Committee from the State Department of Education made the following suggestions:

"Remove the present Agriculture Building and construct Vocational Shops, including Agriculture, on the south side of the Senior High School adjacent to the Gymnasium."

This building would include a complete Vocational Program including Auto Mechanics, Vocational Agriculture, Wood Working and Sheet Metal Work. It would also include Class Rooms, Office Space, Supply Room, Rest Rooms, and Storage Room. This will more adequately serve the students of the High School, especially those who do not plan to attend college. With a Vocational Program it will also help solve the "drop-out" problem.

Old Homemaking Department remodeled into three conventional classrooms that are needed now.

NEW CAFETERIA:
The present Cafeteria, located in the High School Building, is entirely inadequate to serve the students of the High School and the Junior High School and the Junior High School, and also community functions. The Committee from the State Department of Education suggested the following:
"Build a new Cafeteria in the general area of the present Agriculture Building to accommodate a minimum of 500. Convert the present Cafeteria into a Home Making Department."
The new Cafeteria with all of its facilities will be adequate to serve the students of the High School, Junior High School, and large functions in the community.


NORTH
SERVICE DRIVE FROM STREET
65'-0"
102'-0"
13'-6"
GARBAGE 12' x 14'
SCULLERY 14' x 16'
CAFETERIA KITCHEN 29' x 42'
SERVING LINE COUNTERS
SERVING
SERVING
LOCKERS 10' x 12'
MGR'S. OFFICE 10' x 10'
FOOD STORAGE 10' x 18'
STOR. 10' x 18'
NEW CAFETERIA 72' x 85'
13'-6" COVERED WALK
13'-6" CORRIDOR (NEW)
RAMP UP
EXISTING STAGE
EXISTING AUDITORIUM
OPEN COURT
EXISTING BUILDING

FLOOR PLAN · SCALE: 1/16" = 1'-0" · 9650 #

PROPOSED CAFETERIA ADDITION FOR THE
MULESHOE INDEPENDENT SCHOOL DISTRICT MULESHOE, TEXAS

RITTENBERRY & RITTENBERRY & ASSOCIATES · ARCHITECTS
AMARILLO, TEXAS

Northside San Antonio

Here is a good example of a cartoon illustrated brochure and a good set of graphs. ▶

PLANNING SURVEY OF 1963

NORTHSIDE INDEPENDENT SCHOOL DISTRICT

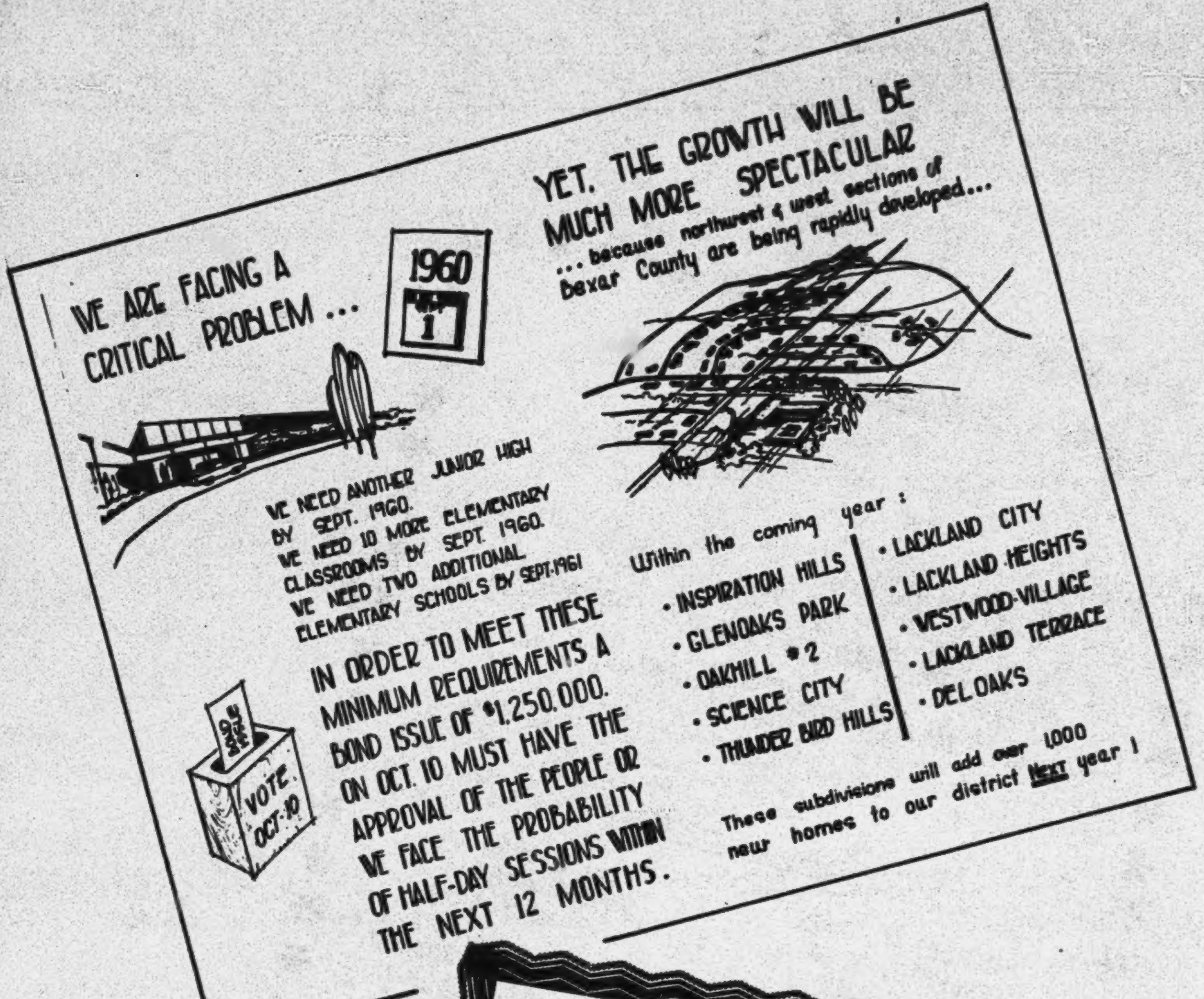
Bexar, Bandera & Medina Counties, Texas

BOARD OF TRUSTEES

CARLOS W. COON	President
HENRY G. HOWELL	Vice-President
BILLE F. BUSBY	Secretary

JOHN BRYANT
JIMMY L. ELROD
MILLARD JUDSON
RUSSELL L. MASON

MURRAY E. BOONE, Superintendent of Schools



WE ARE FACING A CRITICAL PROBLEM ...

WE NEED ANOTHER JUNIOR HIGH BY SEPT. 1960.
WE NEED 10 MORE ELEMENTARY CLASSROOMS BY SEPT. 1960.
WE NEED TWO ADDITIONAL ELEMENTARY SCHOOLS BY SEPT. 1961

IN ORDER TO MEET THESE MINIMUM REQUIREMENTS A BOND ISSUE OF $1,250,000. ON OCT. 10 MUST HAVE THE APPROVAL OF THE PEOPLE OR WE FACE THE PROBABILITY OF HALF-DAY SESSIONS WITHIN THE NEXT 12 MONTHS.

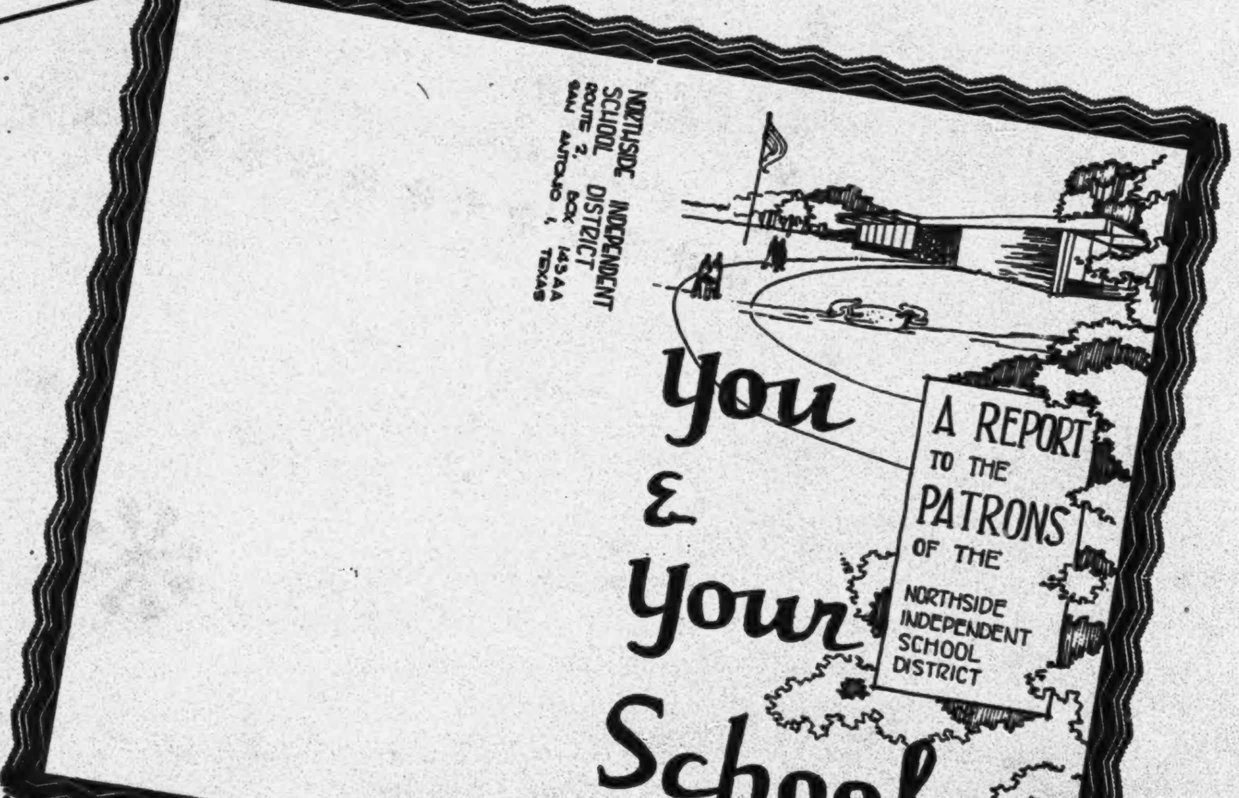
YET, THE GROWTH WILL BE MUCH MORE SPECTACULAR

... because northwest & west sections of Bexar County are being rapidly developed...

Within the coming year :

- INSPIRATION HILLS
- GLENOAKS PARK
- OAKHILL #2
- SCIENCE CITY
- THUNDER BIRD HILLS
- LACKLAND CITY
- LACKLAND HEIGHTS
- WESTWOOD-VILLAGE
- LACKLAND TERRACE
- DEL OAKS

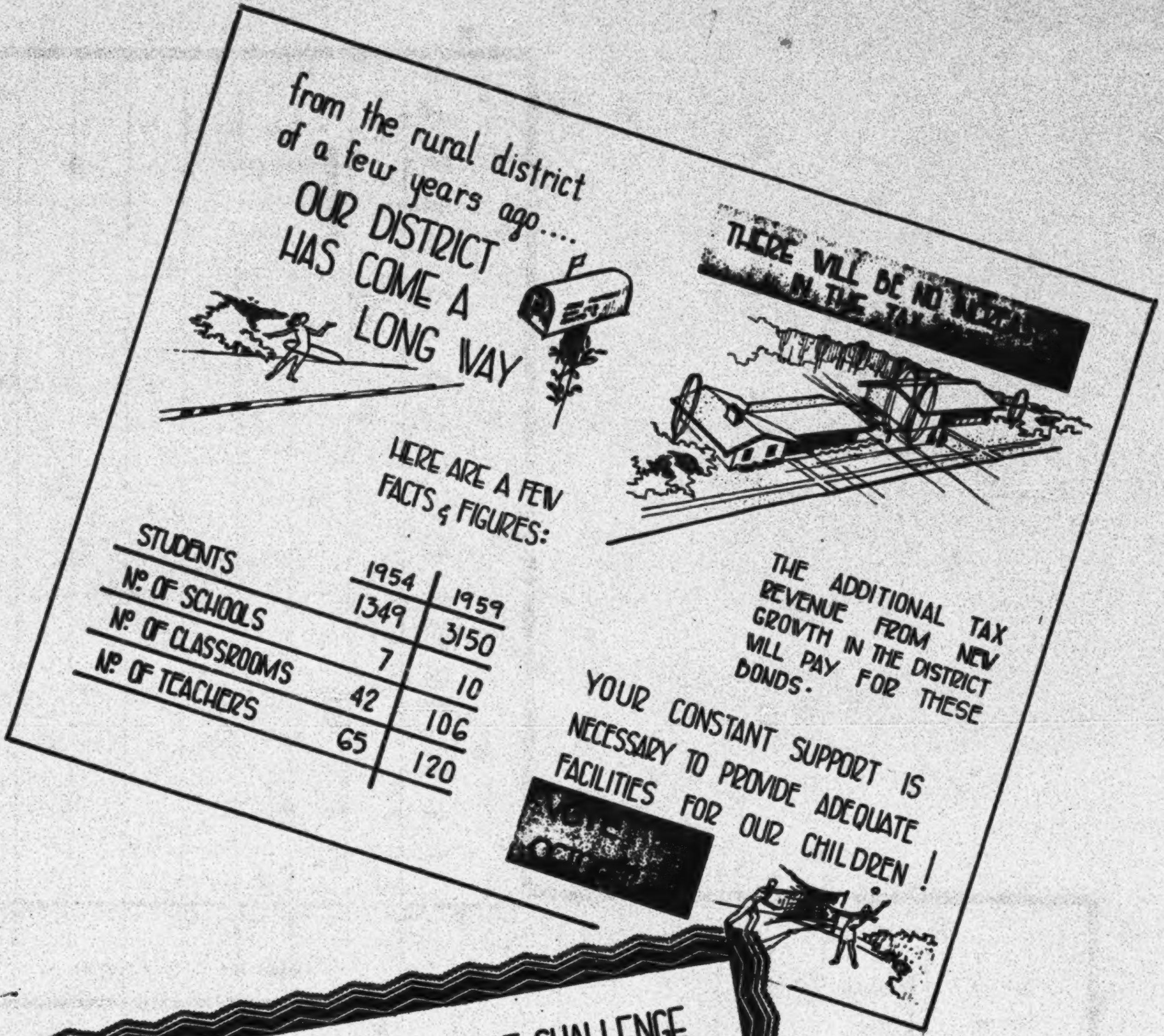
These subdivisions will add over 1,000 new homes to our district NEXT year !



NORTHSIDE INDEPENDENT
SCHOOL DISTRICT
ROUTE 2, BOX 143AA
SAN ANTONIO 1, TEXAS

You & Your School

A REPORT TO THE PATRONS OF THE NORTHSIDE INDEPENDENT SCHOOL DISTRICT



from the rural district
of a few years ago....

OUR DISTRICT
HAS COME A
LONG WAY

THERE WILL BE NO [illegible]
IN THE [illegible]

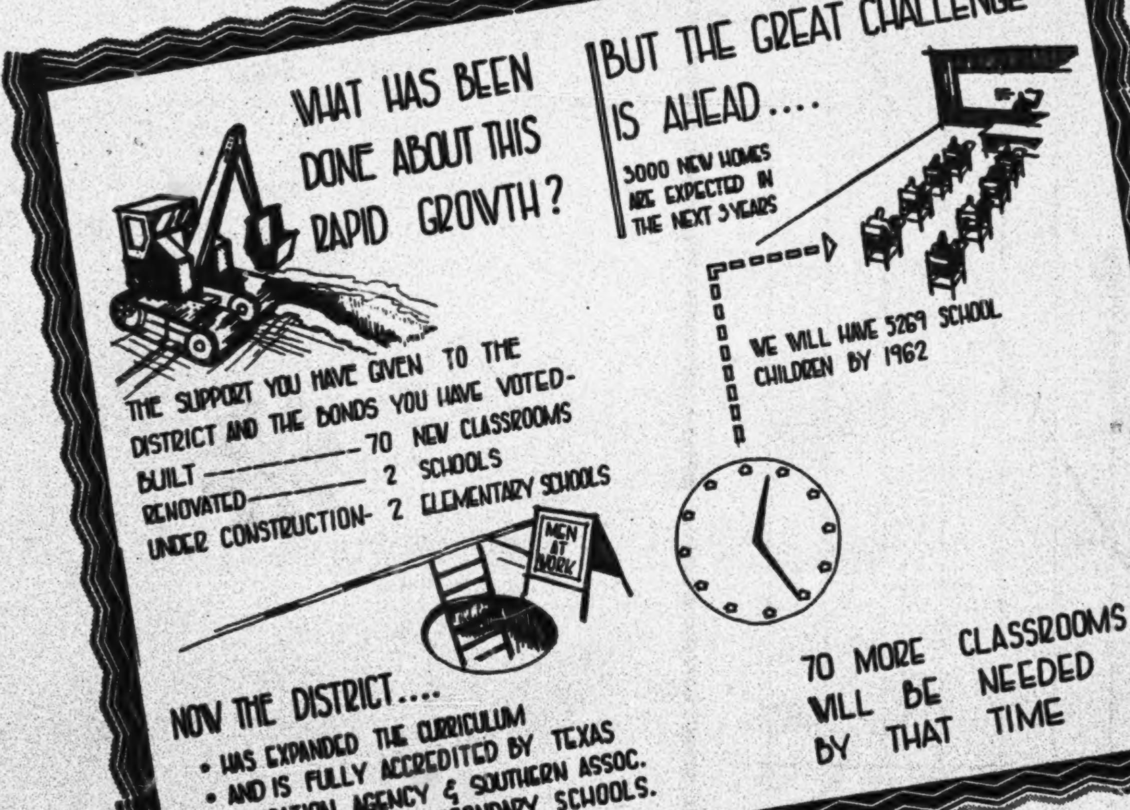
HERE ARE A FEW
FACTS & FIGURES:

STUDENTS	1954	1959
	1349	3150
Nº OF SCHOOLS	7	10
Nº OF CLASSROOMS	42	106
Nº OF TEACHERS	65	120

THE ADDITIONAL TAX REVENUE FROM NEW GROWTH IN THE DISTRICT WILL PAY FOR THESE BONDS.

YOUR CONSTANT SUPPORT IS NECESSARY TO PROVIDE ADEQUATE FACILITIES FOR OUR CHILDREN !

[illegible]



WHAT HAS BEEN
DONE ABOUT THIS
RAPID GROWTH?

THE SUPPORT YOU HAVE GIVEN TO THE DISTRICT AND THE BONDS YOU HAVE VOTED-
BUILT ———— 70 NEW CLASSROOMS
RENOVATED ———— 2 SCHOOLS
UNDER CONSTRUCTION- 2 ELEMENTARY SCHOOLS

NOW THE DISTRICT....

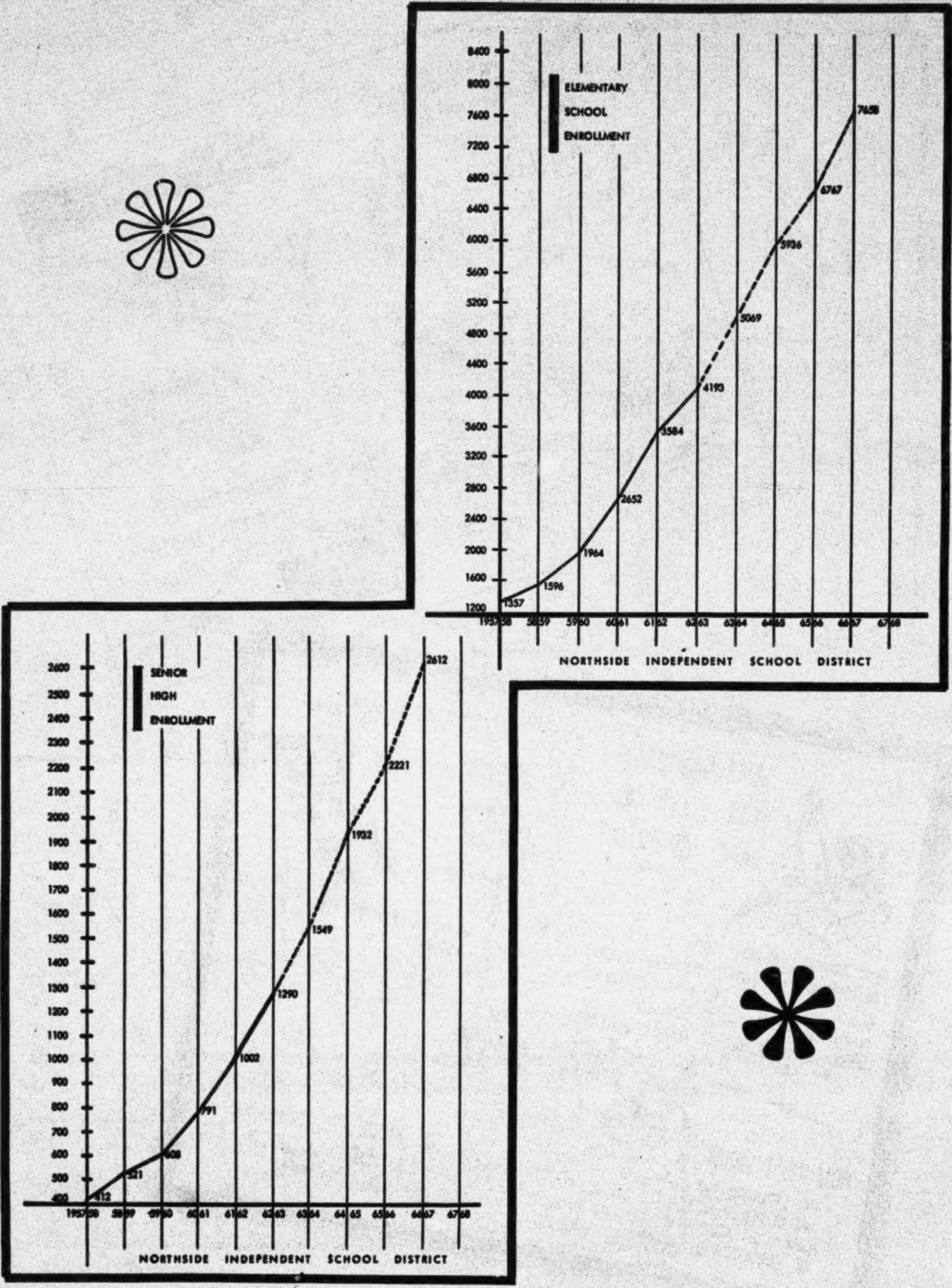
- HAS EXPANDED THE CURRICULUM
- AND IS FULLY ACCREDITED BY TEXAS EDUCATION AGENCY & SOUTHERN ASSOC. OF COLLEGES & SECONDARY SCHOOLS.

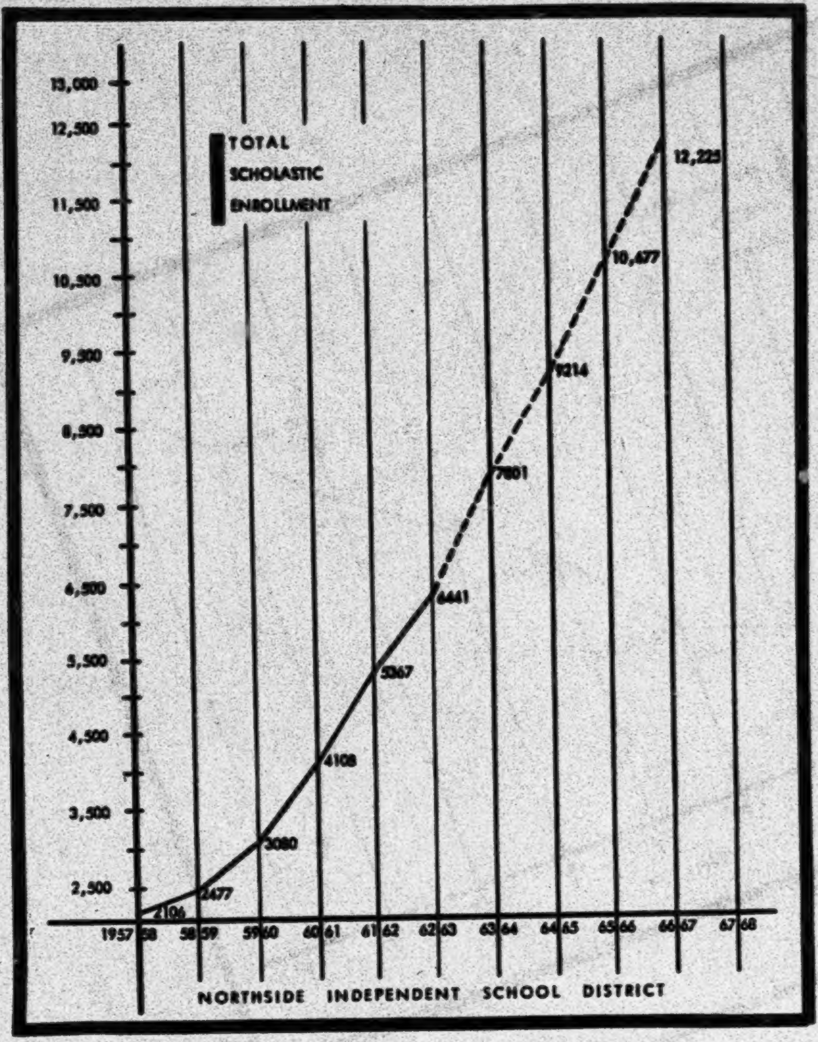
BUT THE GREAT CHALLENGE
IS AHEAD....

3000 NEW HOMES ARE EXPECTED IN THE NEXT 3 YEARS

WE WILL HAVE 5269 SCHOOL CHILDREN BY 1962

70 MORE CLASSROOMS
WILL BE NEEDED
BY THAT TIME


ELEMENTARY
SCHOOL
ENROLLMENT
8400
8000
7600
7200
6800
6400
6000
5600
5200
4800
4400
4000
3600
3200
2800
2400
2000
1600
1200
1357
1596
1964
2652
3584
4193
5069
5936
6767
7658
1957-58
58-59
59-60
60-61
61-62
62-63
63-64
64-65
65-66
66-67
67-68
NORTHSIDE INDEPENDENT SCHOOL DISTRICT
SENIOR
HIGH
ENROLLMENT
2600
2500
2400
2300
2200
2100
2000
1900
1800
1700
1600
1500
1400
1300
1200
1100
1000
900
800
700
600
500
400
412
521
608
791
1002
1290
1549
1932
2221
2612
1957-58
58-59
59-60
60-61
61-62
62-63
63-64
64-65
65-66
66-67
67-68
NORTHSIDE INDEPENDENT SCHOOL DISTRICT



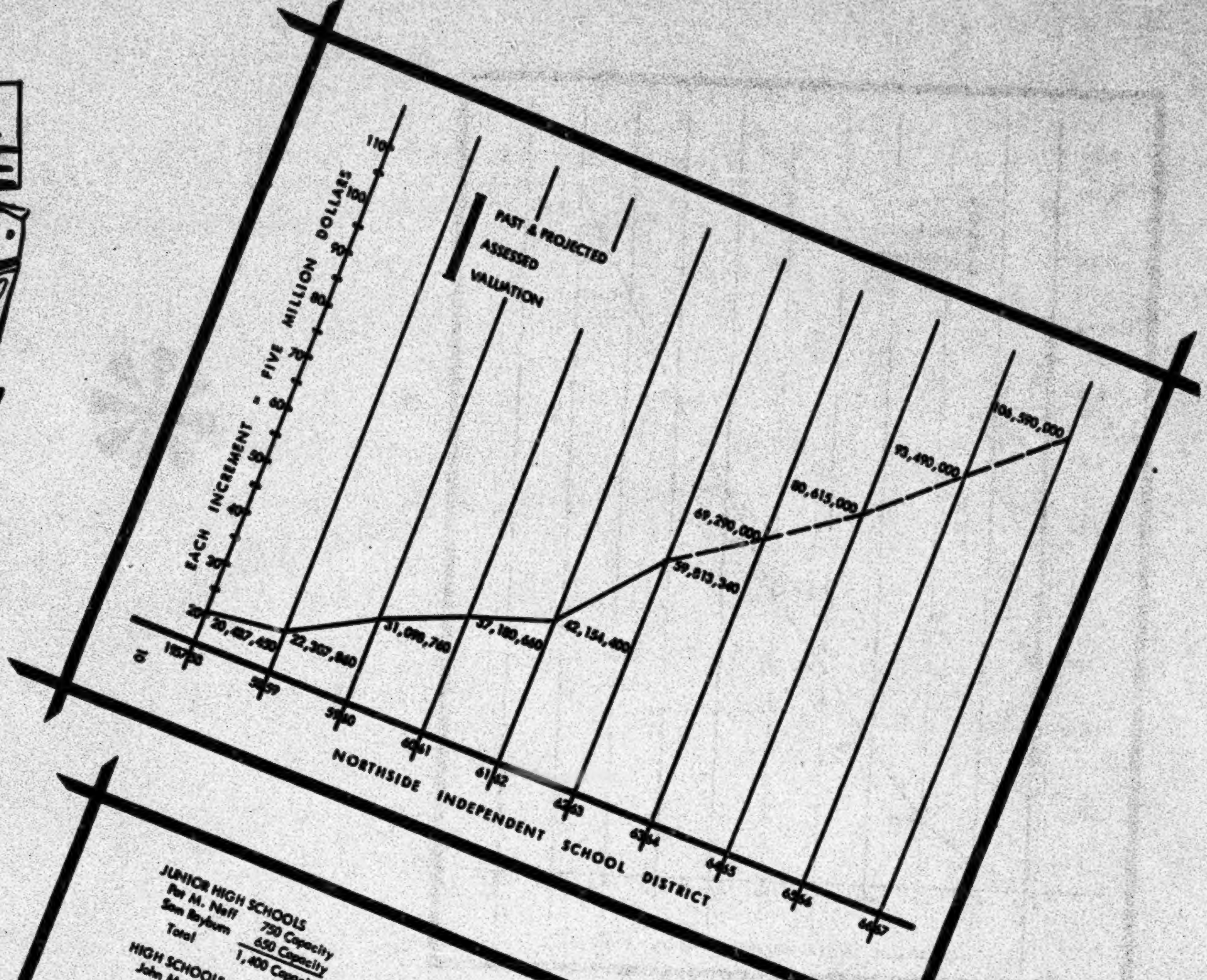
PROJECTION OF NEEDS FOR ELEMENTARY SCHOOLS

SCHOOL YEAR	NUMBER OF STUDENTS	CLASSROOMS REQUIRED	CLASSROOMS EXISTING	CLASSROOMS TO BE BUILT	REMARKS
SEPTEMBER 1963	5,069	169	170	0	USE TWO AUXILIARY CLASSROOMS AT SUNSET, KEEP 6TH GRADE AT RAYBURN, AND USE LIBRARIES AS CLASSROOMS AS REQUIRED TO ACCOMMODATE GROWTH DURING YEAR & SPECIAL EDUCATION
SEPTEMBER 1964	5,936	198	170	28	ADDITIONS AS REQUIRED AT THE FOLLOWING SCHOOLS: 12 Glenn 4 Glenoaks 12 Hull 12 T-Bird 6 Valley-Hi 12 Cable
SEPTEMBER 1965	6,767	226	198 ◆	28	◆ASSUME 28 CLASSROOMS BUILT DURING 64-65 SCHOOL YEAR COMPLETE ADDITIONS AT REMAINING SCHOOLS
SEPTEMBER 1966	7,658	256	226 ◆	30	◆ASSUME 28 CLASSROOMS BUILT DURING 65-66 SCHOOL YEAR START TWO NEW SCHOOLS

CLASSROOMS AT EXISTING SCHOOLS:

19 Sunset *	6 Cable	12 Glenn
12 Lockhill	5 Mackey	12 Thunder Bird Hills
11 Leon Valley *	21 Lackland City *	12 Valley-Hi
6 Helotes	23 Westwood Terrace *	12 Hull
3 Leon Springs	16 Glenoaks	
	Total	170 Classrooms

* Indicates Library



PROJECTION OF NEEDS FOR JUNIOR & SENIOR HIGH SCHOOLS

JUNIOR HIGH SCHOOLS
Pat M. Neff 750 Capacity
Sam Rayburn 650 Capacity
Total 1,400 Capacity
HIGH SCHOOLS
John Marshall 1,270 Capacity

SCHOOL YEAR	NUMBER OF STUDENTS	CAPACITY OF EXISTING SCHOOLS	
Junior High School			
SEPTEMBER 1963	1,183	1,400	NEW CONSTRUCTION REQUIRED
SEPTEMBER 1964	1,346	1,400	
SEPTEMBER 1965	1,679	1,400	
SEPTEMBER 1966	1,955	2,200 +	NEED TO OPEN NEW JUNIOR HIGH + ASSUME 3RD JUNIOR HIGH BUILT DURING 1965-66 SCHOOL YEAR
Senior High School			
SEPTEMBER 1963	1,549	1,270	USE AUXILIARY CLASSROOMS
SEPTEMBER 1964	1,932	2,470	HOLMES HIGH SCHOOL WILL OPEN 1,200 STUDENT CAPACITY
SEPTEMBER 1965	2,221	2,470	
SEPTEMBER 1966	2,612	2,470	COMPLETE ADDITION TO HOLMES HIGH SCHOOL FOR 1,800 STUDENT CAPACITY

Waller * * * *

This is a fine illustrative example from a small school. Much similar material was omitted because of shortage of available space.

WALLER PUBLIC SCHOOLS
Waller, Texas

*

Dear Friends:

We, the Board of Trustees of the Waller Consolidated Independent School District, submit herewith a report setting forth the need for additional school facilities and a method for financing the improvements.

We realize that you have entrusted us with the responsibility of planning a school system that will meet the needs of our children. This improvement program has been carefully considered. We visited new schools in this area, talked with experts about the practical day-to-day operation of a school, and have spent many hours of study to determine the improvements which are absolutely necessary to meet the educational needs of our children.

A petition bearing 102 signatures was presented to us requesting that we call an election for the approval of a bond issue in the amount of $380,000 and the adoption of Senate Bill 116. Based upon this petition, we have called an election to be held on Saturday, September 7th.

We want you to have full and complete knowledge of the program; therefore, we welcome any inquiry that will clarify your understanding of the need for these improvements to our schools.

Please express your opinion by voting in the election.

Respectfully submitted,

President, Board of Trustees

Vice President, Board of Trustees

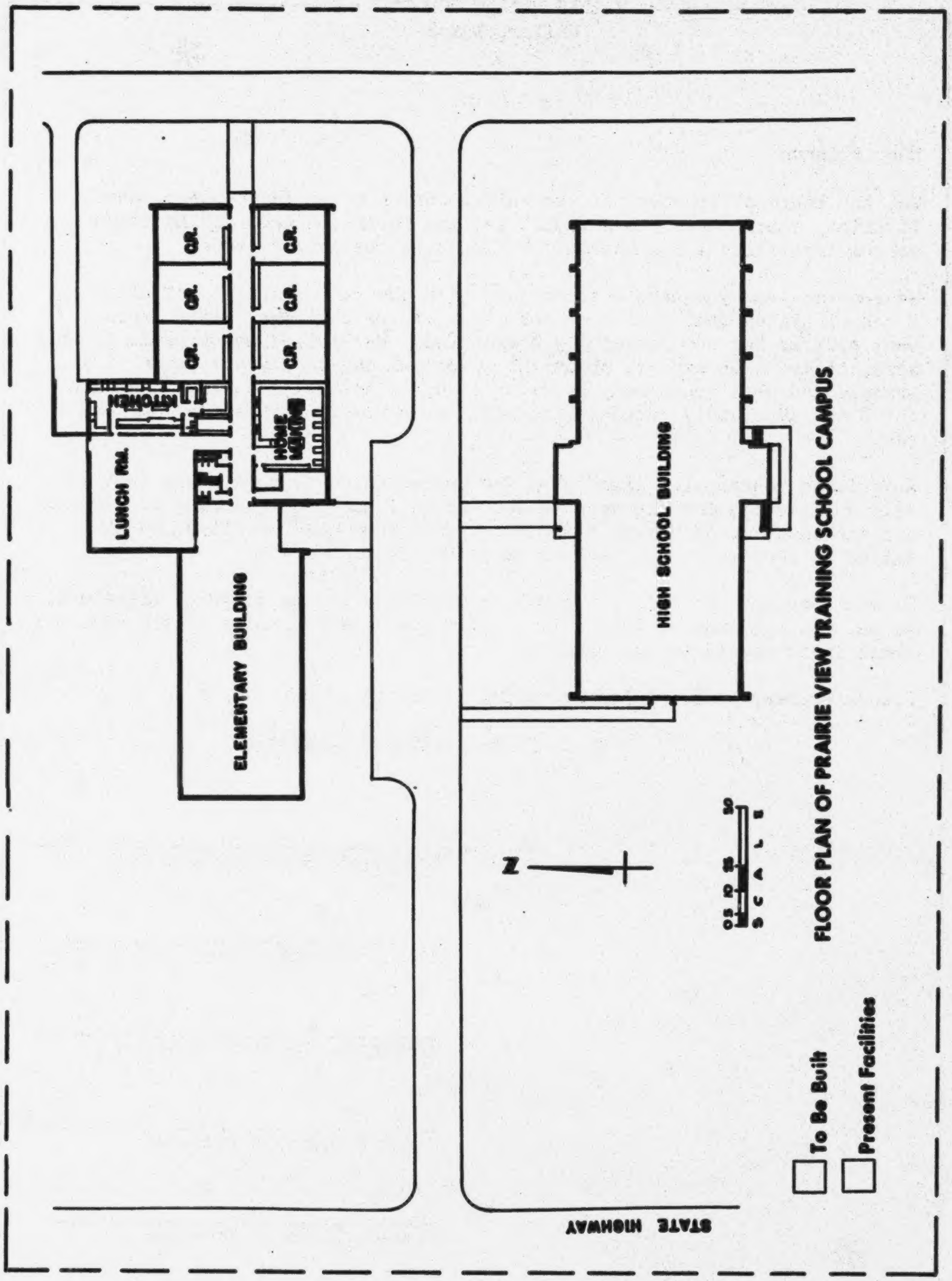
Secretary, Board of Trustees

Member, Board of Trustees

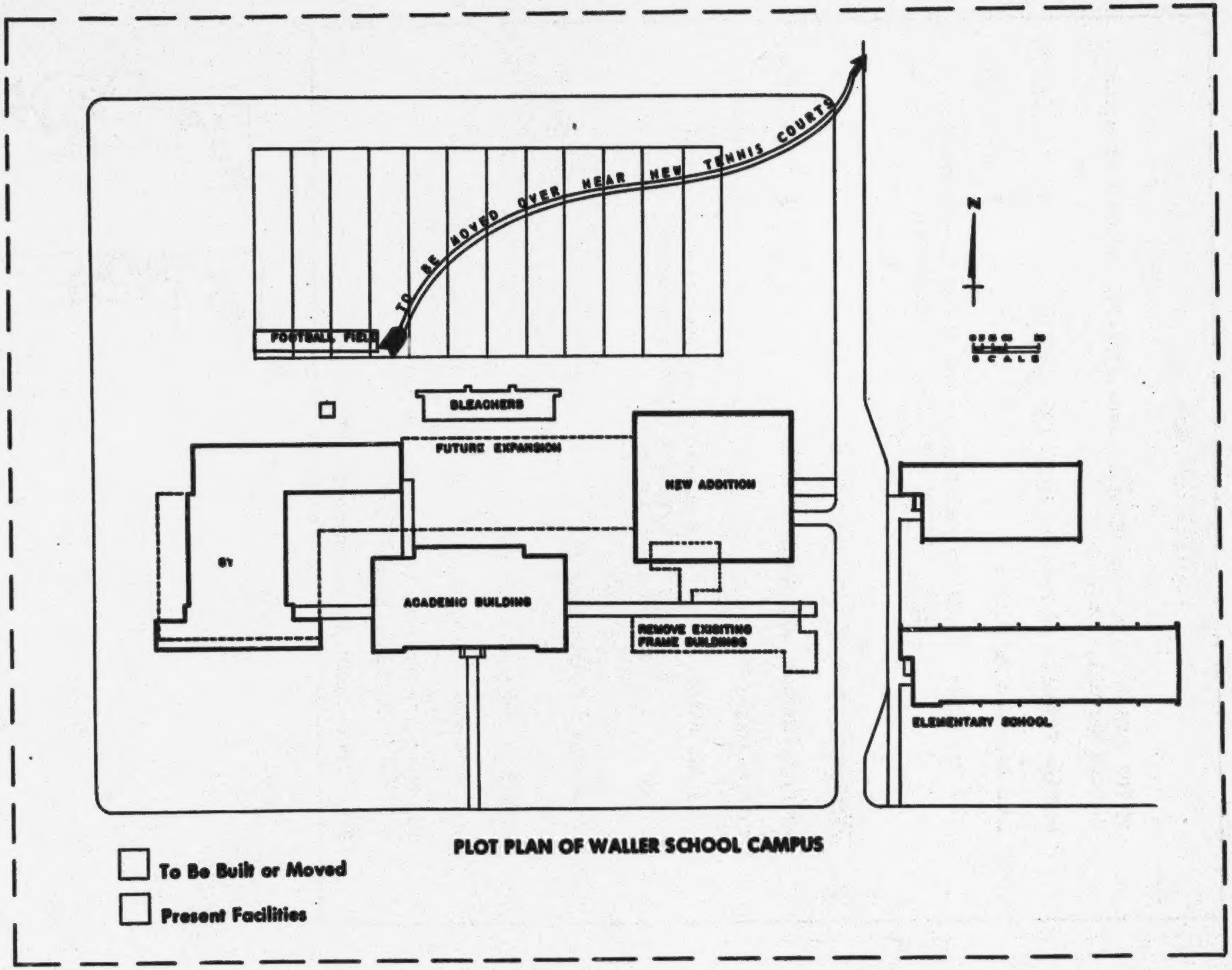
*

Member, Board of Trustees

Member, Board of Trustees


C.R.
C.R.
C.R.
C.R.
C.R.
C.R.
KITCHEN
HOME MAKING
LUNCH RM.
ELEMENTARY BUILDING
HIGH SCHOOL BUILDING
STATE HIGHWAY
N
0 5 10 25 50
SCALE
☐ To Be Built
☐ Present Facilities

FLOOR PLAN OF PRAIRIE VIEW TRAINING SCHOOL CAMPUS


TO BE MOVED OVER NEAR NEW TENNIS COURTS
FOOTBALL FIELD
BLEACHERS
FUTURE EXPANSION
NEW ADDITION
61
ACADEMIC BUILDING
REMOVE EXISTING FRAME BUILDINGS
ELEMENTARY SCHOOL
N
SCALE
To Be Built or Moved
Present Facilities

PLOT PLAN OF WALLER SCHOOL CAMPUS

FINANCING PLAN

A. AT THE PRESENT TIME, the District owes $364,000 in bonds maturing through March 1, 1987.

Average Payments on Present Bonds 1964/1987	$ 23,837.55
1962 Assessed Valuation	$ 8,083,025.

1962 Tax Rate: $1.30 for maintenance and operation of School
.20 for bond and interest payments
$1.50 total tax rate

B. AFTER SALE OF $380,000 BONDS:

Average Payments ALL Bonds 1964/1993	$ 43,207.00
1963 Assessed Valuation	$ 9,005,000.

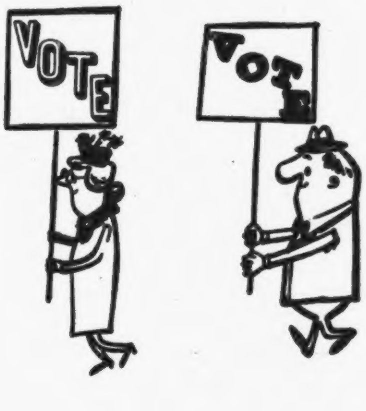
1963 Tax Rate: $1.15 for maintenance and operation of School
.50 for bond and interest payments
$1.65 total tax rate

C. Adoption of Senate Bill 116

D. Effect to Average Home Owner:

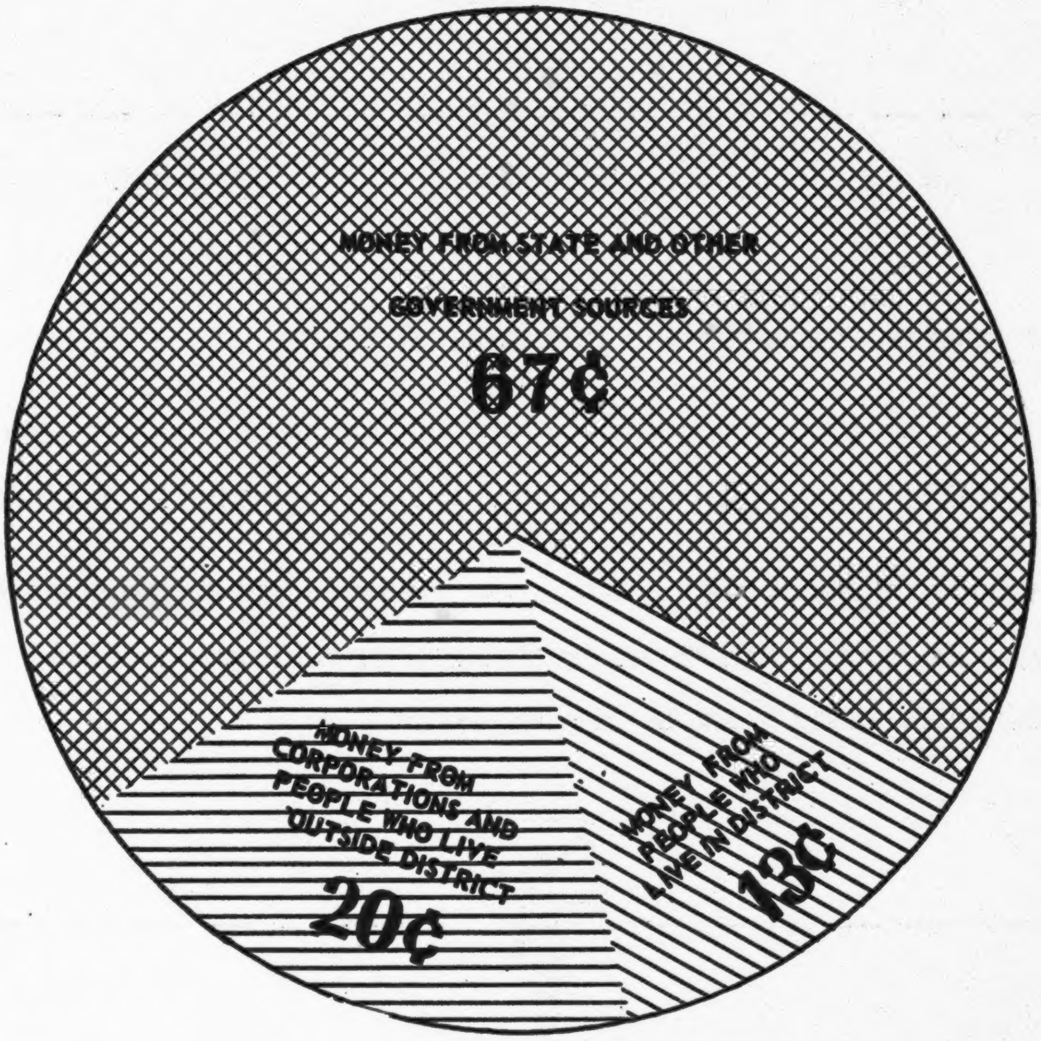
Assume a home on the tax roll at $2,000 (Assessed Value -)
(Not Actual Value)
The financing plan would increase the tax rate by 15¢ per $100.00 of Assessed Valuation.

Total increase on above home - $3.00 per year.



WHAT PART OF THE SCHOOL COST DO WE PAY?

According to the 1962-63 School Budget, the money for the School comes from the following sources:



Circle represents a tax dollar.

Please note that the people who live in District pay only 13¢ of each School Dollar.

PLEASE VOTE

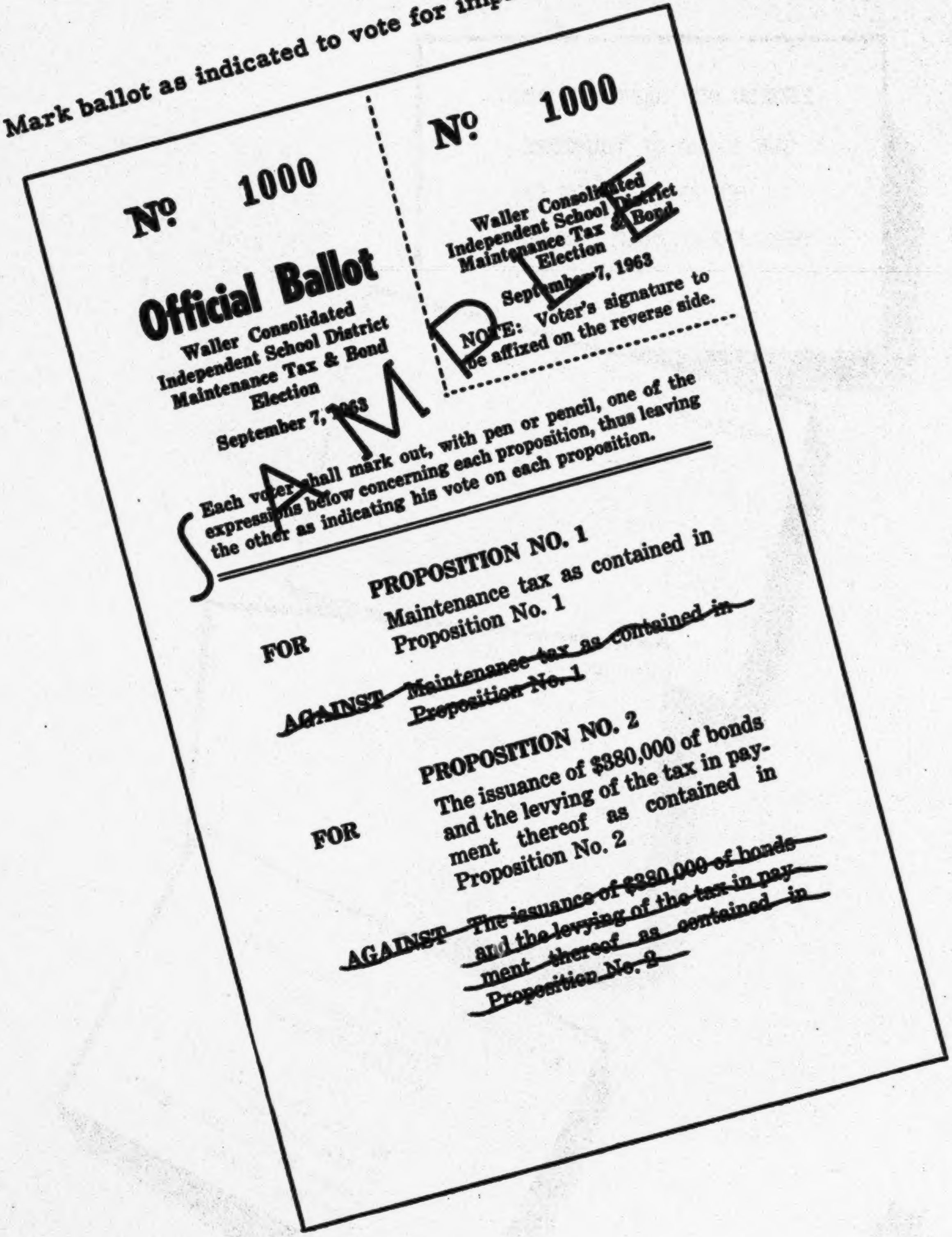
WE CAN - AND WE MUST

WE CAN FINANCIALLY SUPPORT THIS IMPROVEMENT PROGRAM.

THIS IS NOT THE TYPE OF DECISION YOU MAKE IN TERMS OF DOLLARS AND CENTS - THE WELFARE OF OUR CHILDREN AND THE FUTURE OF OUR COMMUNITY IS AT STAKE.

IF OUR CHILDREN ARE TO GAIN ADMISSION AND COMPETE SUCCESSFULLY IN TODAY'S COLLEGES AND MODERN INDUSTRY, WE MUST PROVIDE SUITABLE BUILDINGS AND NECESSARY EQUIPMENT FOR PROPER TEACHING METHODS.

Mark ballot as indicated to vote for improvements:



Nº 1000

Official Ballot

Waller Consolidated
Independent School District
Maintenance Tax & Bond
Election

September 7, 1963

Nº 1000

Waller Consolidated
Independent School District
Maintenance Tax & Bond
Election

September 7, 1963

NOTE: Voter's signature to be affixed on the reverse side.

Each voter shall mark out, with pen or pencil, one of the expressions below concerning each proposition, thus leaving the other as indicating his vote on each proposition.

PROPOSITION NO. 1

FOR Maintenance tax as contained in Proposition No. 1

~~**AGAINST** Maintenance tax as contained in Proposition No. 1~~

PROPOSITION NO. 2

FOR The issuance of $380,000 of bonds and the levying of the tax in payment thereof as contained in Proposition No. 2

~~**AGAINST** The issuance of $380,000 of bonds and the levying of the tax in payment thereof as contained in Proposition No. 2~~

SAMPLE

PEOPLE WHO HAVE ASSISTED THE BOARD OF TRUSTEES IN THE PREPARATION OF THIS IMPROVEMENT PROGRAM

Architects:

Financing:

Legal:

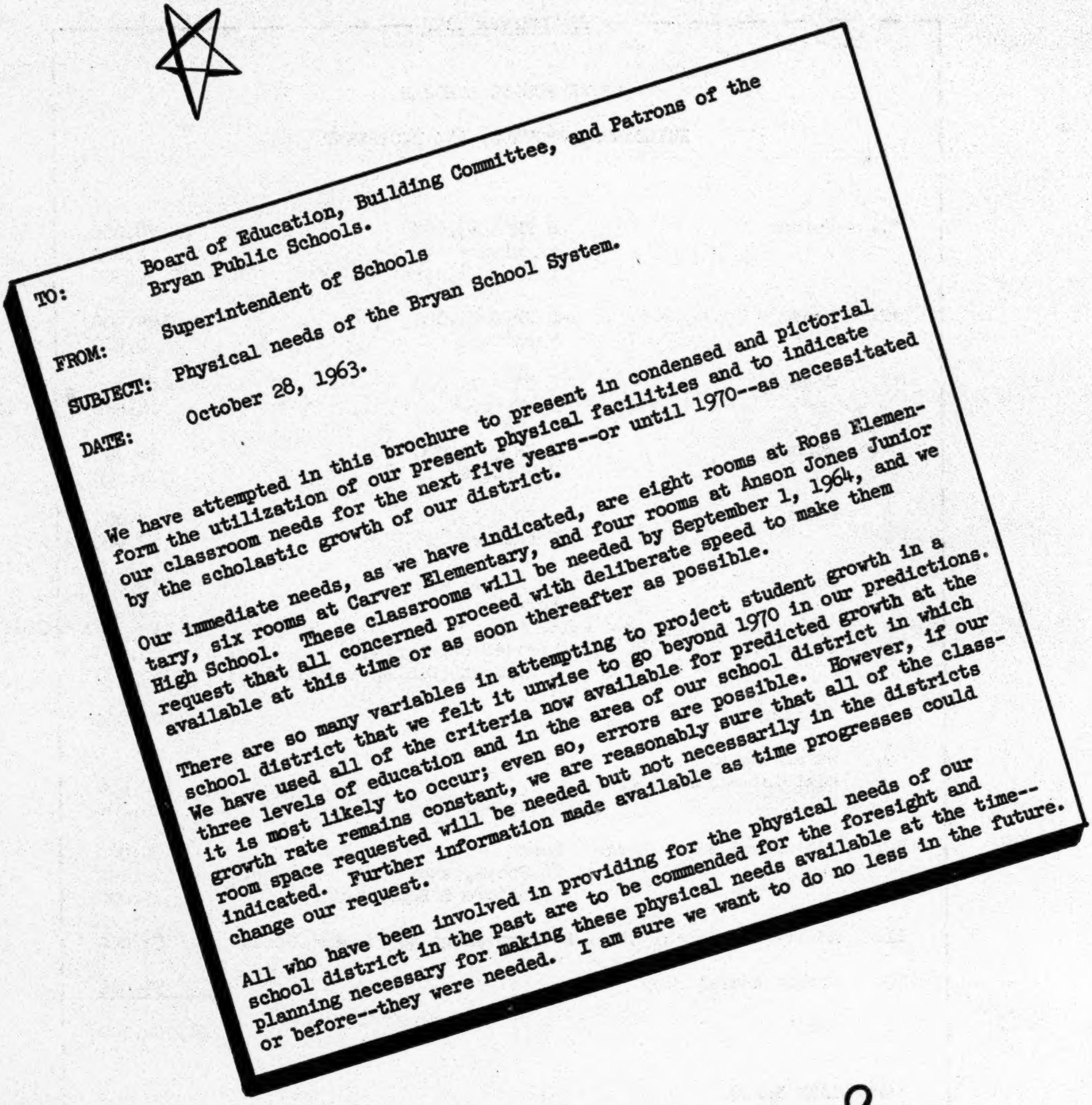
Educators:

Mr. I. T. Holleman
Superintendent
Waller Schools

Mr. C. Lyman Ellis, Jr.
State Architect
Texas Education Agency
Austin, Texas

Bryan * * * *

Bryan's cover is the same as Laredo's cover, but larger.



TO: Board of Education, Building Committee, and Patrons of the Bryan Public Schools.

FROM: Superintendent of Schools

SUBJECT: Physical needs of the Bryan School System.

DATE: October 28, 1963.

We have attempted in this brochure to present in condensed and pictorial form the utilization of our present physical facilities and to indicate our classroom needs for the next five years--or until 1970--as necessitated by the scholastic growth of our district.

Our immediate needs, as we have indicated, are eight rooms at Ross Elementary, six rooms at Carver Elementary, and four rooms at Anson Jones Junior High School. These classrooms will be needed by September 1, 1964, and we request that all concerned proceed with deliberate speed to make them available at this time or as soon thereafter as possible.

There are so many variables in attempting to project student growth in a school district that we felt it unwise to go beyond 1970 in our predictions. We have used all of the criteria now available for predicted growth at the three levels of education and in the area of our school district in which it is most likely to occur; even so, errors are possible. However, if our growth rate remains constant, we are reasonably sure that all of the classroom space requested will be needed but not necessarily in the districts indicated. Further information made available as time progresses could change our request.

All who have been involved in providing for the physical needs of our school district in the past are to be commended for the foresight and planning necessary for making these physical needs available at the time--or before--they were needed. I am sure we want to do no less in the future.

RECOMMENDATIONS

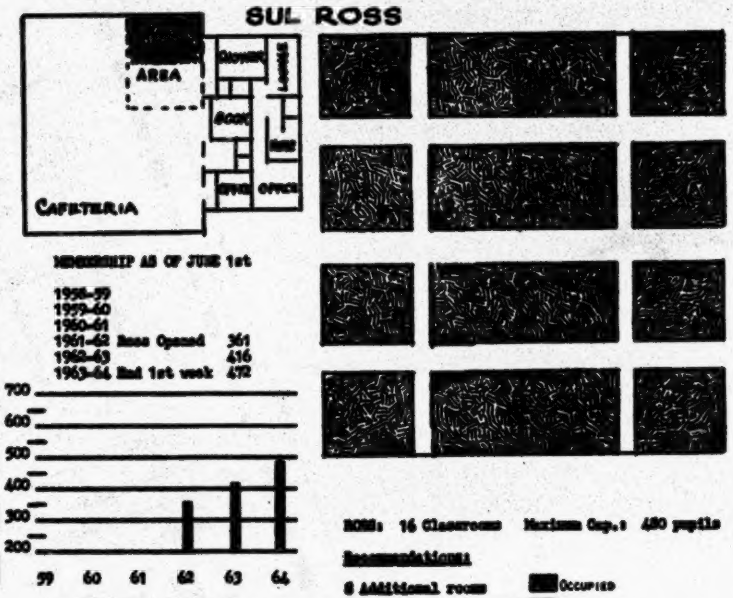
BRYAN PUBLIC SCHOOLS

BUILDINGS, GROUNDS, AND EQUIPMENT

*1.	Carver	6 CR @ 13,000	$ 78,000
		Furniture	4,800
		Land - 7½ Acres @ 1,000	7,500
*2.	Ross	8 CR @ 13,000	104,000
		Furniture	6,400
*3.	Jones	6 CR @ 13,000	78,000
		Furniture	4,800
4.	Bonham	2 CR @ 13,000	26,000
		Furniture	1,600
5.	Milam	3 CR @ 13,000	39,000
		Furniture	2,400
6.	Kemp	4 CR @ 13,000	52,000
		Furniture	3,200
7.	S. F. A.	Remodel Cafeteria	25,000
		Equipment (Dining and Kitchen)	10,000
8.	Auditorium		400,000
9.	Warehouse and Administration Bldg.		150,000
		Equipment	25,000
10.	Additional Elem. Bldg.	Land	20,000
		16 Rooms, etc.	300,000
		Furniture & Equipment	15,000
11.	Additional School Sites & Improvement to Present Sites		75,000
12.	Architectural Fees		75,000
	TOTAL		$1,502,700

*IMMEDIATE NEEDS.

SUL ROSS



MEMBERSHIP AS OF JUNE 1st

1958-59		
1959-60		
1960-61		
1961-62	Ross Opened	361
1962-63		416
1963-64	End 1st week	472

ROSS: 16 Classrooms Maximum Cap.: 480 pupils

Recommendations:

8 Additional rooms

■ Occupied
☐ Unoccupied

Plans not drawn to scale.

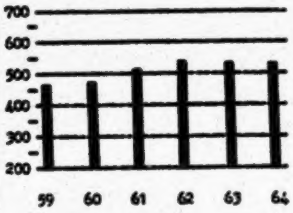
Reasons:

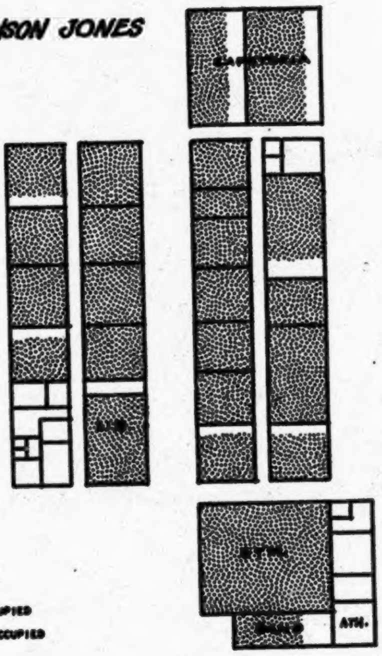
1. Present enrollment 472 at capacity now.
2. Located in fastest growing section of city.
3. Need separate music room.
4. A 24 classroom unit should be maximum for an elementary school.
5. Eight additional rooms would bring capacity to 720 students. This enrollment would be reached in approximately 3 years on basis of present growth pattern.
6. Growth in excess of maximum 720 students is potential for an additional elementary school.
7. On basis of growth pattern of last three (3) years, Ross Elementary would be crowded next year.

ANSON JONES

MEMBERSHIP AS OF JUNE 1st

1958-59		476
1959-60		479
1960-61		510
1961-62		538
1962-63		537
1963-64	End 1st week	537





ANSON JONES JUNIOR HIGH

15 Classrooms — plus 1 Shop
1 Homemaking
1 Art

Maximum Capacity: 450 pupils

■ Occupied
☐ Unoccupied

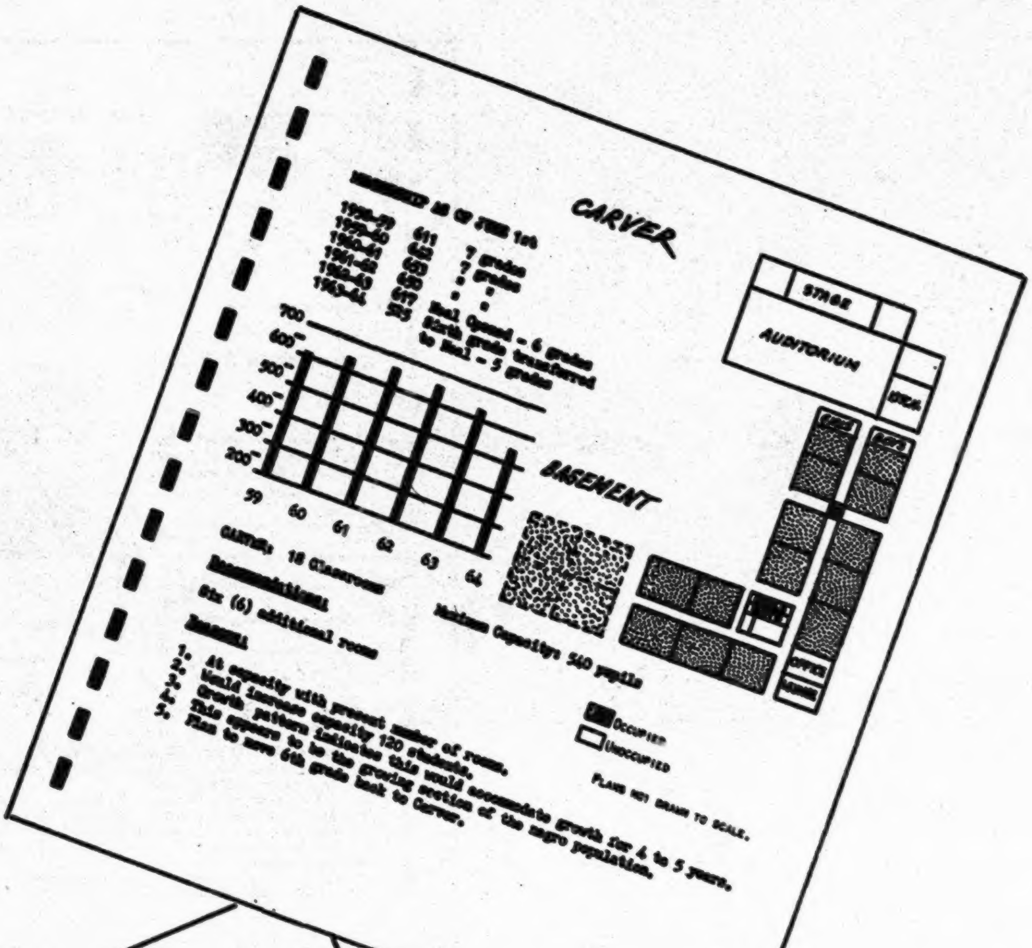
Plans not drawn to scale.

Recommendations:

6 classrooms

Reasons:

1. Above capacity now.
2. Homemaking, Shop and Art rooms not suitable for use in other areas, reducing academic classroom availability.


CARVER
700
600
500
400
300
200
59
60
61
62
63
64
BASEMENT
STAGE
AUDITORIUM
OFFICE
PLANS NOT DRAWN TO SCALE.

[illegible] AS OF JUNE 1st

1958-59	611	
1959-60	642	7 grades
1960-61	653	7 grades
1961-62	630	" "
1962-63	617	" "
1963-64	575	Neal Opened - 6 grades Sixth grade transferred to Neal - 5 grades

CARVER: 18 Classrooms

Maximum Capacity: 540 pupils

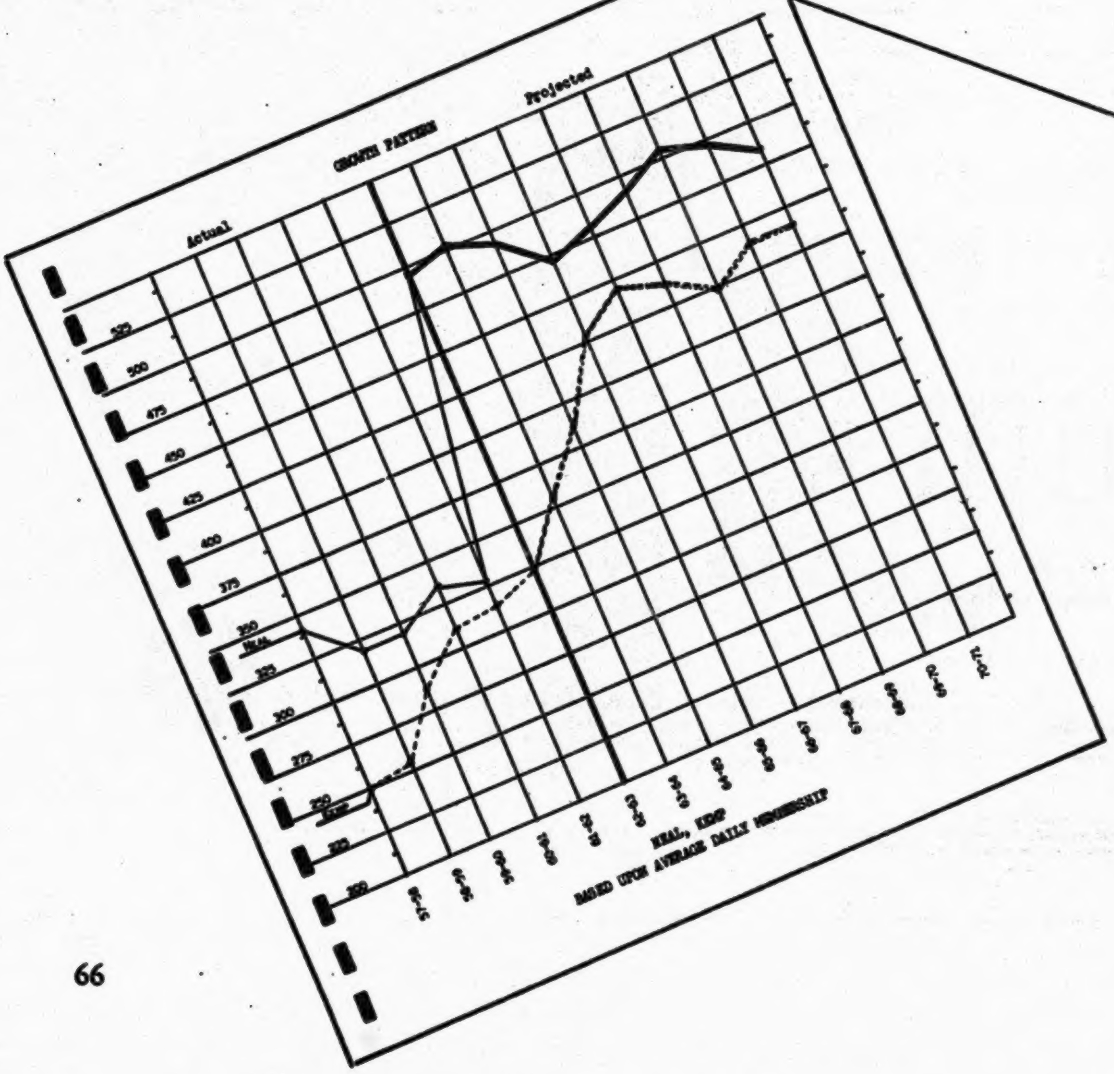
Recommendations:

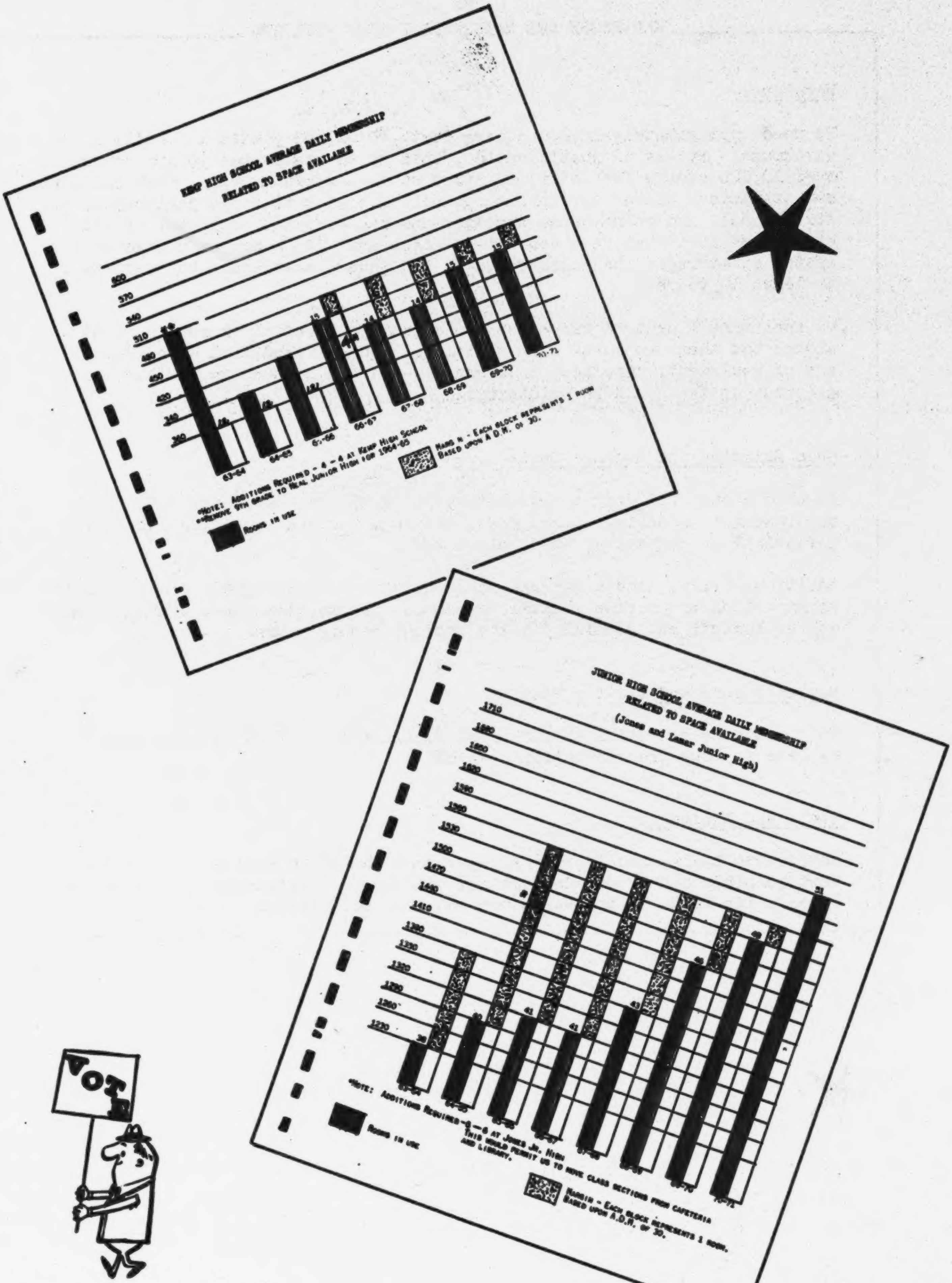
Six (6) additional rooms

Reasons:

1. At capacity with present number of rooms.
2. Would increase capacity 120 students.
3. Growth pattern indicates this would accommodate growth for 4 to 5 years.
4. This appears to be the growing section of the negro population.
5. Plan to move 6th grade back to Carver.

Occupied ▨
Unoccupied ☐




KEMP HIGH SCHOOL AVERAGE DAILY MEMBERSHIP
RELATED TO SPACE AVAILABLE
600
570
540
510
480
450
420
390
360
63-64
64-65
65-66
66-67
67-68
68-69
69-70
70-71
*NOTE: ADDITIONS REQUIRED - 4 - 4 AT KEMP HIGH SCHOOL
**REMOVE 9TH GRADE TO REAL JUNIOR HIGH FOR 1964-65
ROOMS IN USE
MARGIN - EACH BLOCK REPRESENTS 1 ROOM
BASED UPON A.D.M. OF 30.
JUNIOR HIGH SCHOOL AVERAGE DAILY MEMBERSHIP
RELATED TO SPACE AVAILABLE
(Jones and Lamar Junior High)
*NOTE: ADDITIONS REQUIRED—6 — 6 AT JONES JR. HIGH
THIS WOULD PERMIT US TO MOVE CLASS SECTIONS FROM CAFETERIA AND LIBRARY.
ROOMS IN USE
MARGIN - EACH BLOCK REPRESENTS 1 ROOM.
BASED UPON A.D.M. OF 30.
VOTE

WAREHOUSE AND MAINTENANCE SHOP BUILDING

Warehouse

We need approximately 12,800 square feet, 80' x 160', with 14' ceiling for warehouse. By way of justification, this is to state that we are now using over 10,000 square feet of floor space at the American Legion Fair Building and at various places throughout our school system to store janitorial, instructional, and maintenance supplies and school-owned equipment of all kinds. We feel that in a central location and with a properly organized system of storage, the recommended 12,800 square feet would be adequate for at least 10 years.

We feel that a central warehouse would justify itself in manhours saved alone; but there would be much additional good derived from a central storage of equipment, supplies, and records, where a continuous inventory and checkout system could be maintained.

Shop Building and Storage Shed

We need a shop building approximately 60' x 150' to house the following departments: plumbing, electrical, welding, machine shop with facilities for painting, carpentry, and cabinet work.

Additionally, we need a storage shed approximately 30' x 80' of inexpensive construction to provide shelter for school trucks, tractors, trailers, mowing equipment, and general outside storage requirements.

Mechanic Shop and Service Station

This would be essential should Bryan Public Schools find it necessary to operate its own transportation system.

Tools and Equipment

Sufficient tools, machinery, and equipment should be available to do the best possible job of maintenance and operation. Certainly these items would enhance the value of the warehouse and shop facilities.

AUDITORIUM seating 1500

Differs from the school auditorium in the greater seating capacity and in the stage, which can accommodate professional performances.

Net Programmed Areas, in Square Feet

Lobby	2,400
Concessions, 2 @ 100	200
Control Room	200
Auditorium (for 1500)	12,000
Stage	3,900
Dressing Rooms, 2 @ 500	1,000
Storage	800
Total, Net Area	20,500
Gross Area	29,300

MUSIC DEPARTMENT

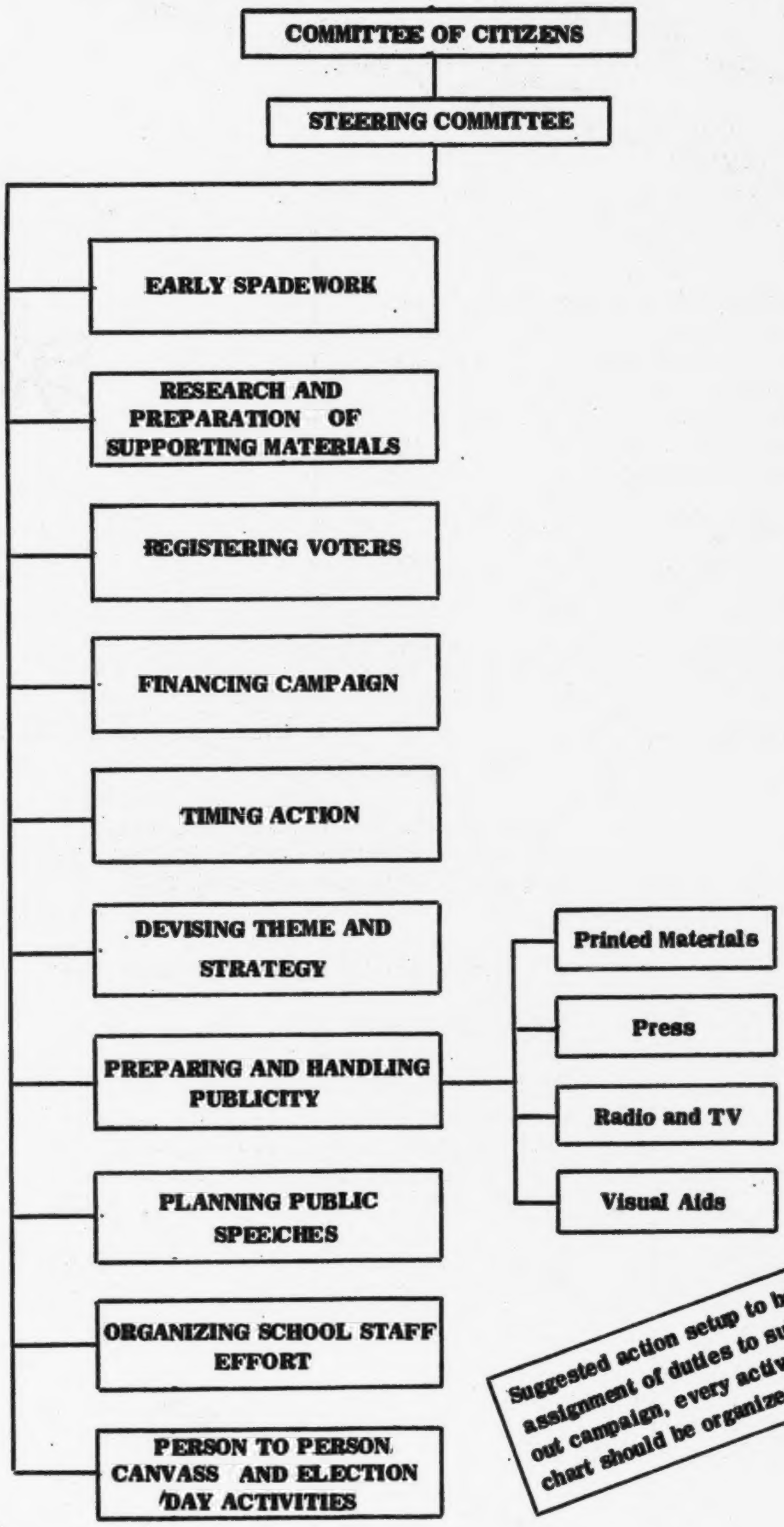
Replaces the inadequate band and choral instructional spaces located in the basement at SFA.

Net Programmed Areas, in Square Feet

Band Rehearsal	2,000
Instrument Storage	300
Uniform Storage	300
Offices, 2 @ 150	300
Music Library	150
Robe Storage	100
Choral Rehearsal	1,000
Total, Net Area	4,150
Gross Area	5,540

ESTIMATED COST - SCHOOL'S SHARE $ 400,000

CAMPAIGN ACTION SETUP


COMMITTEE OF CITIZENS
STEERING COMMITTEE
EARLY SPADEWORK
RESEARCH AND PREPARATION OF SUPPORTING MATERIALS
REGISTERING VOTERS
FINANCING CAMPAIGN
TIMING ACTION
DEVISING THEME AND STRATEGY
PREPARING AND HANDLING PUBLICITY
Printed Materials
Press
Radio and TV
Visual Aids
PLANNING PUBLIC SPEECHES
ORGANIZING SCHOOL STAFF EFFORT
PERSON TO PERSON CANVASS AND ELECTION DAY ACTIVITIES

Suggested action setup to be used as a guide for assignment of duties to subcommittees. In an all out campaign, every activity indicated on this chart should be organized.

Laredo * * * *

A simple, single-fold handout containing essential information.

Fort Stockton * * * *

The end result of a bond election. A neat little 5½ X 8½ folder proudly advertising the new high school. ▶

VOTE ON OCTOBER 20, 1962

On October 20th you can vote to reduce the classroom shortage. We need $1,600,000. for the proposed building program.

Your Board of Trustees is soliciting your support on a bond issue for $3,500,000.00 of which only the above $1,600,000. will be sold at this time.

LIMITING THE SALE OF THIS BOND ISSUE TO $1,600,000.00 WILL NOT NECESSITATE AN INCREASE IN THE PRESENT TAX RATE.

The remaining authorization will be withheld until assessed valuations have increased sufficiently to warrant the sale of the $1,900,000.00 difference.

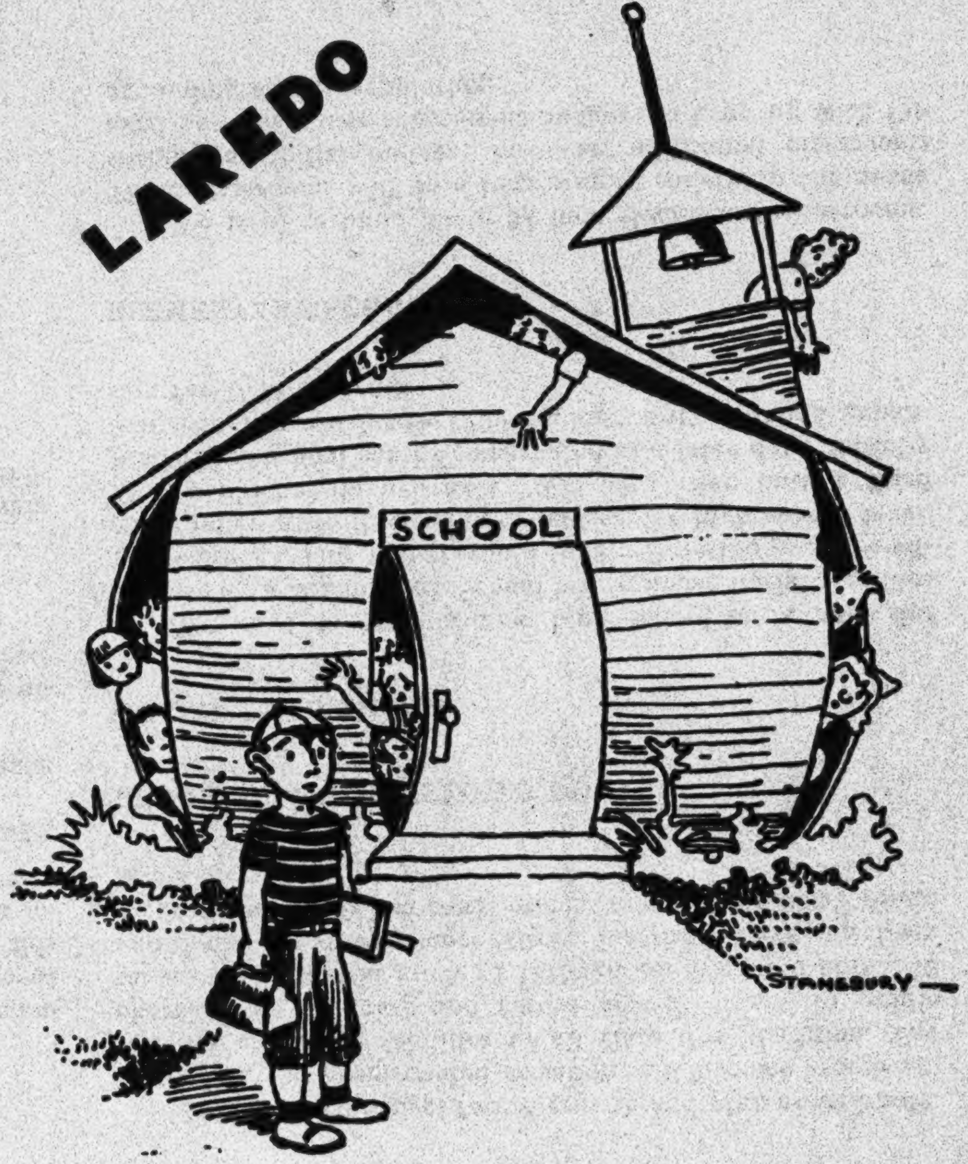
BOARD OF TRUSTEES

Harold R. Yeary, President

Francisco J. Flores, V-President
Mervil Moore, Secretary
Dr. Leo Cigarroa

Raymond Goodman
Humberto Juarez
Dr. V. L. Puig, Jr.

E. A. Leyendecker, Bus. Mgr.
J. W. Nixon, Superintendent



THIS IS THE WAY WE ARE BUSTIN' OUT OF SCHOOL

MR. TAXPAYER . . .

Let's Face The Facts

Overcrowded Schools

SECONDARY SCHOOLS

Martin Senior High School can accomodate a maximum of 1400 students without overcrowding, but the enrollment now is 1983 and enrollment will increase by the end of this year. The need for a second Senior High School has been indicated for several years.

Christen Junior High School has space for 1150 students, yet 1450 will be enrolled by the end of this year.

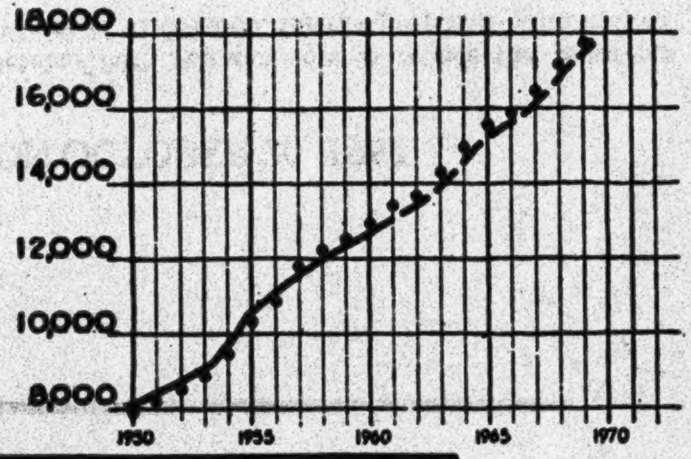
Lamar Junior High School has space for 1120 students, yet 1550 will be enrolled this year.

The facilities of these two junior high schools have already been expanded to their limit commensurate with their central and administrative service facilities.

ELEMENTARY SCHOOLS

Last year 3518 children in the elementary schools were enrolled in half-day sessions. This year the number of children on half-day sessions will be even higher.

We have continued to grow.



And we must expect future growth and plan accordingly. Therefore, the overcrowded situation will become worse before we can build facilities to alleviate this condition. The chart shows our past and future growth trends in public school population in grades 1 through 12. We have built 102 additional classrooms since 1957, but these have not been sufficient to satisfy the needs of continual growth at all grade levels.

HERE'S WHAT WE NEED TO DO:

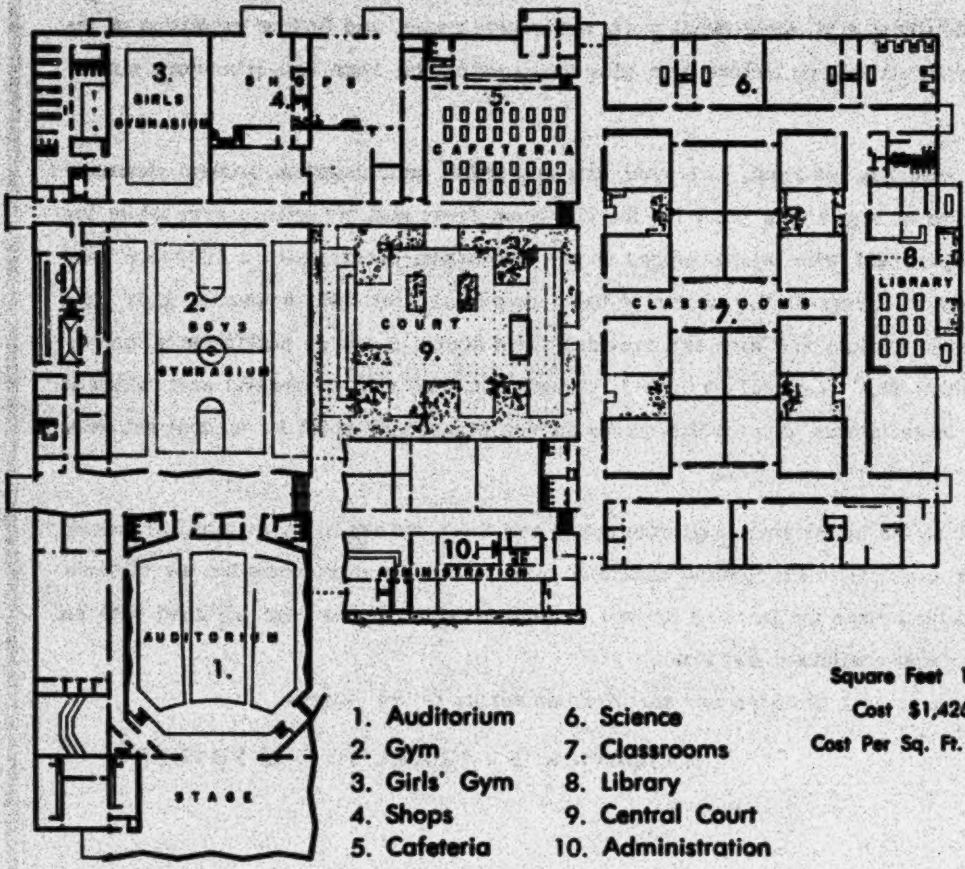
SECONDARY SCHOOLS

We need to build a new high school on a new site planned as a Senior High School but to house initially grades 7 through 12. This school would then relieve the over crowded situation at both the junior and senior high school level. This would be planned as a "tide over" step until a third junior high school can be constructed at a later date. Initially this school would house 1200 students with planned expansion for 1500 students.

ELEMENTARY SCHOOLS

We need to build 30 to 34 new elementary classrooms. These classrooms will go a long way in satisfying our needs within our initial budget; however, additional classrooms must be built under subsequent budgets to keep up with the expanding school population.

LAREDO



1. Auditorium
2. Gym
3. Girls' Gym
4. Shops
5. Cafeteria
6. Science
7. Classrooms
8. Library
9. Central Court
10. Administration

Square Feet 125,943
Cost $1,426,252
Cost Per Sq. Ft. $11.325

SCHOOL BOARD

RAYMOND HOLSTEIN, President

E. F. POWELL, Vice Pres.
EDWARD W. WINKLER
JAMES W. WHITSON
J. A. THOMPSON
GEORGE A. HOFFMAN

GEORGE PINA, Secretary
A. J. BROYLES
MRS. PHILIP ROBBINS
J. BERT KINCAID, JR.
ROBERT J. HAND

JAMES G. HUCKABY
SUPERINTENDENT

E. F. TRIPLETT
BUSINESS MANAGER

KEN McALLISTER
PRINCIPAL

ARCHITECTS

GENERAL CONTRACTOR

ELECTRICAL CONTRACTOR

MECHANICAL CONTRACTOR

INTRODUCTION . . .

The new Fort Stockton High School represents a new and improved stage for learning. This fully air-conditioned structure was designed to serve a steadily increasing enrollment, with 490 pupils entering in the fall of 1962 and future space provided for a total of 750 pupils. Teaching can now be conducted year-around in this school, fostering advanced and remedial summer courses.

The compact design has resulted in a low-perimeter building with interior rooms, which have vision strip openings onto interior courts. These vision strips eliminate the feelings of claustrophobia and provide an environment conducive to learning. As Fort Stockton does not have a municipal auditorium, the new school auditorium, seating 922 people, is to serve for much of the community entertainment, not only on a school and local talent level, but for traveling professional groups, from concerts to plays. In other words, this new high school is designed to meet the community needs as well as educational needs.

This school will be a conventional four-year high school, and therefore, no reorganization of teaching methods has been attempted. Much of the school, however, has been designed with a view toward flexible teaching and recreational spaces. For instance, the study hall adjacent to the library can be used for group meetings, movies, or special assemblies while the cafeteria and large interior court have been designed so that they can be used for student social and recreational activities during and after school hours with the rest of the building closed.

As the school grows in enrollment, so, too, will it grow in educational prospects. More emphasis will be placed upon the

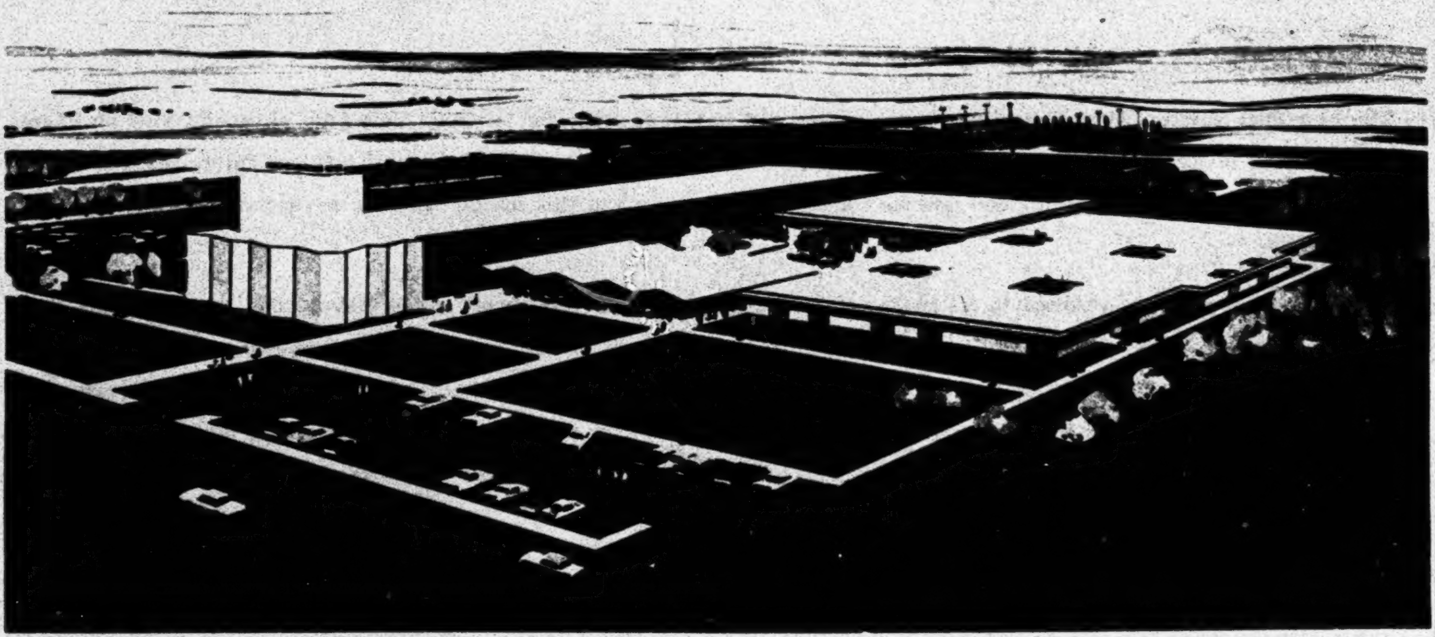
vocational program with expansion into industrial arts, sheet metal work, automotive repair, and further expansion of the existing agriculture program, which already sports a large lecture area plus an experimental farm and laboratory outside the city limits.

The school is divided into several general areas: recreational, vocational, arts and crafts, administration, general classroom area, sciences, and library. The library serves as a grouping point for the classroom areas and the science area while the auditorium is the focus of the fine arts department with well-equipped speech and drama departments, a 100-piece band room and chorus hall adjacent. The gymnasium serves as the center of the recreational area with a smaller girls' gym adjacent. A common lobby serves both the auditorium and gym and provides direct access to a large parking area directly outside those structures for the general public. The vocational shops and cafeteria comprise another general area which is separated from the classroom area by the large interior court which serves both as a gathering point for student activities and civic affairs and as a sound insulator between the two areas.

The compact administrative unit is located at the major entrance to the school and therefore has its business office near to the public entrance. The counselors' offices are close to the general classroom area to provide easy access for the students. This community high school is then a refreshing place for learning as well as for recreation. It has been designed with an eye to the future and has provided for easy and continuous expansion.

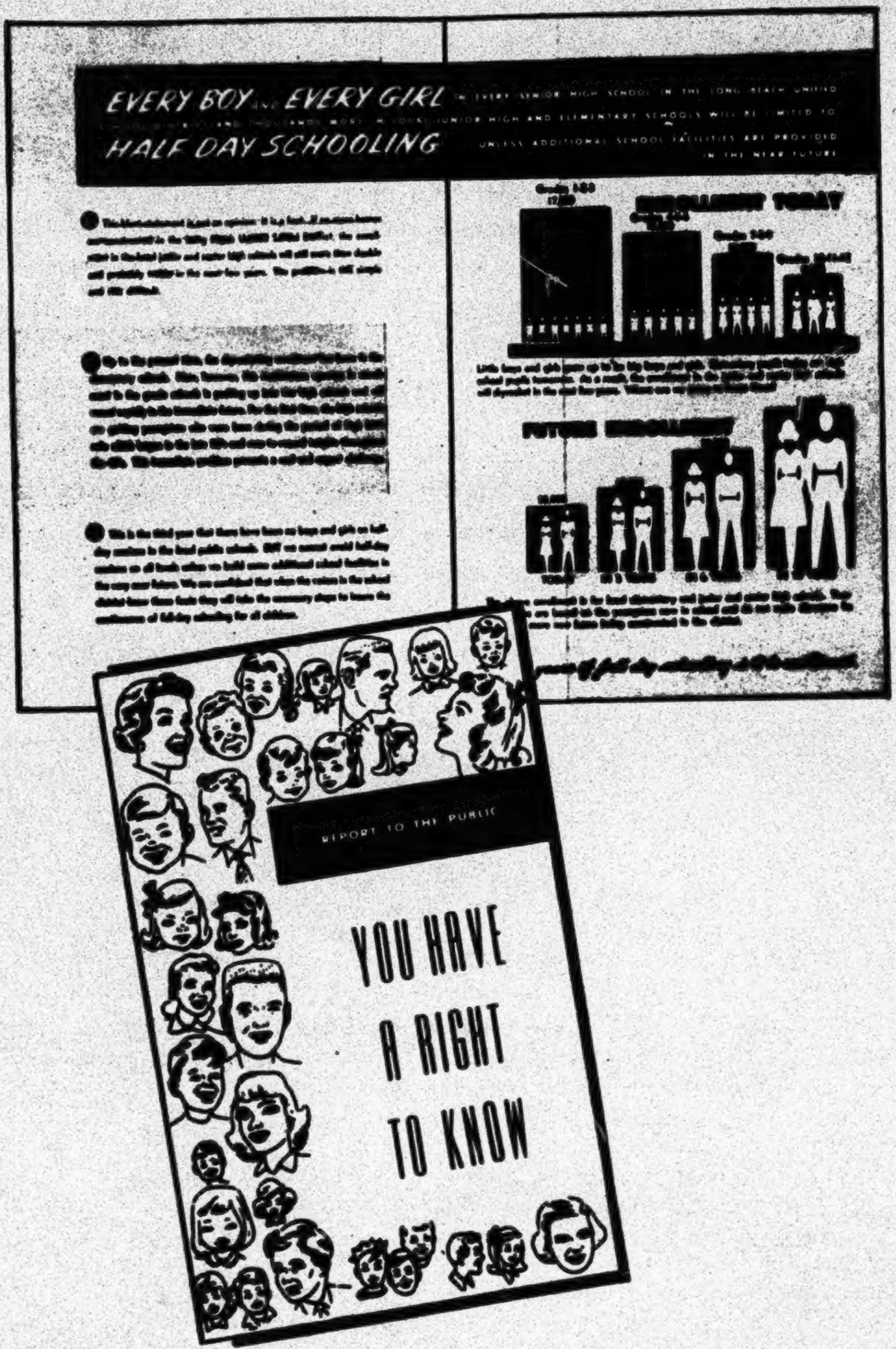
This school represents the spirit and growth of Fort Stockton and the direction for its future citizens.

EDUCATION IS THE KEY TO THE FUTURE



FORT STOCKTON HIGH SCHOOL

OPEN SEPTEMBER 1962



EVERY BOY and EVERY GIRL in every senior high school in the Long Beach Unified School District and thousands more in local junior high and elementary schools will be limited to HALF DAY SCHOOLING unless additional school facilities are provided in the near future

ENROLLMENT TODAY

FUTURE ENROLLMENT

REPORT TO THE PUBLIC

YOU HAVE
A RIGHT
TO KNOW